

Designated Land Uses

Midway/Pacific Highway Corridor Community Plan

11
FIGURE

PLAN ELEMENTS

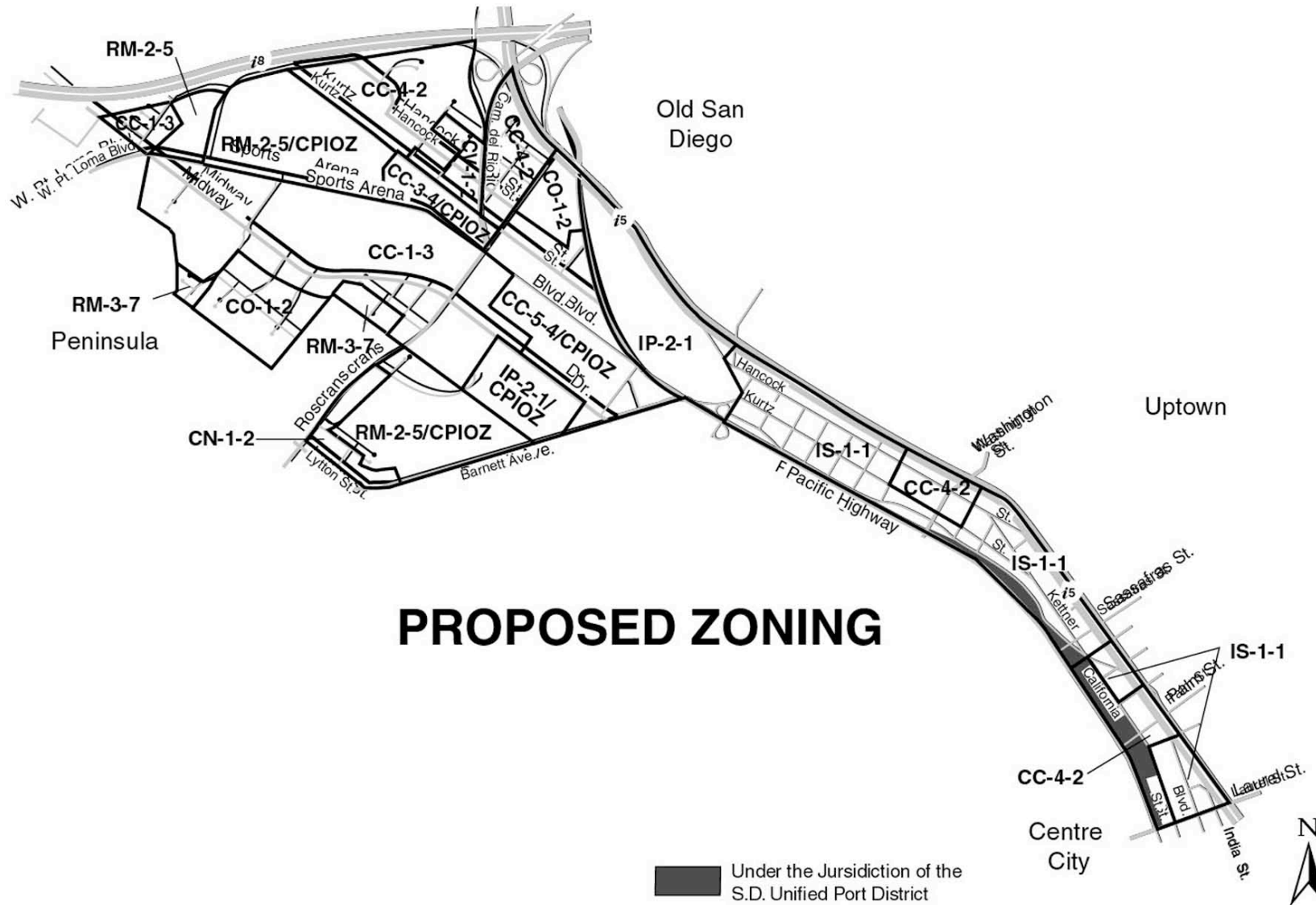
The Midway/Pacific Highway Corridor Community Plan Map, as illustrated (**Figure 11**), is a visual representation of the major land use proposals as set forth in each of the Plan elements.

Table 7, below, is a summary of land use and zoning within the community prior to adoption of the Plan recommendations contained in the elements that follow. The intent of the Plan is to provide comprehensive development standards which will promote the physical and economic well-being of the community as it continues to redevelop. The recommended zoning changes, proposed to implement the Plan, are shown as **Figures 12 and 13**.

**TABLE 7
LAND USE AND ZONING PRIOR TO PLAN ADOPTION**

Category	Land Use		Zoning	
	Net Acres	Percent of Total	Net Acres	Percent of Total
Commercial	273	43	192	30
Industrial	100	16	344.5	54
Residential	77	12	95	15
(Single-family)	(7)	(1)	(5)	(1)
(Multifamily)	(70)	(11)	(90)	(14)
Public and Semi-public	172	27	3.5	1
Vacant	13	2	—	—
Total	635	100	635	100

Source: City Planning Department



Proposed Rezonings

Midway/Pacific Highway Corridor Community Plan

12
FIGURE

BAY-TO-BAY CONNECTION

Development of a canal linking San Diego and Mission Bays through the Midway community would be a critical step towards revitalization of the community. The idea of a bay-to-bay link was documented as early as 1926, when the connection was mentioned in the General Plan. The landmark 1974 report *Temporary Paradise?* renewed calls for a water connection between the two bays. However, development of a canal linking San Diego and Mission Bays could result in adverse impacts to endangered species, wetlands and environmentally sensitive habitat areas. Therefore, the canal cannot be constructed without further assessment of environmental impacts and a further amendment of the Local Coastal Program Land Use Plan. Development of this area as a linear park or waterway is a Plan alternative that does not require future amendments to the Local Coastal Program Land Use Plan.

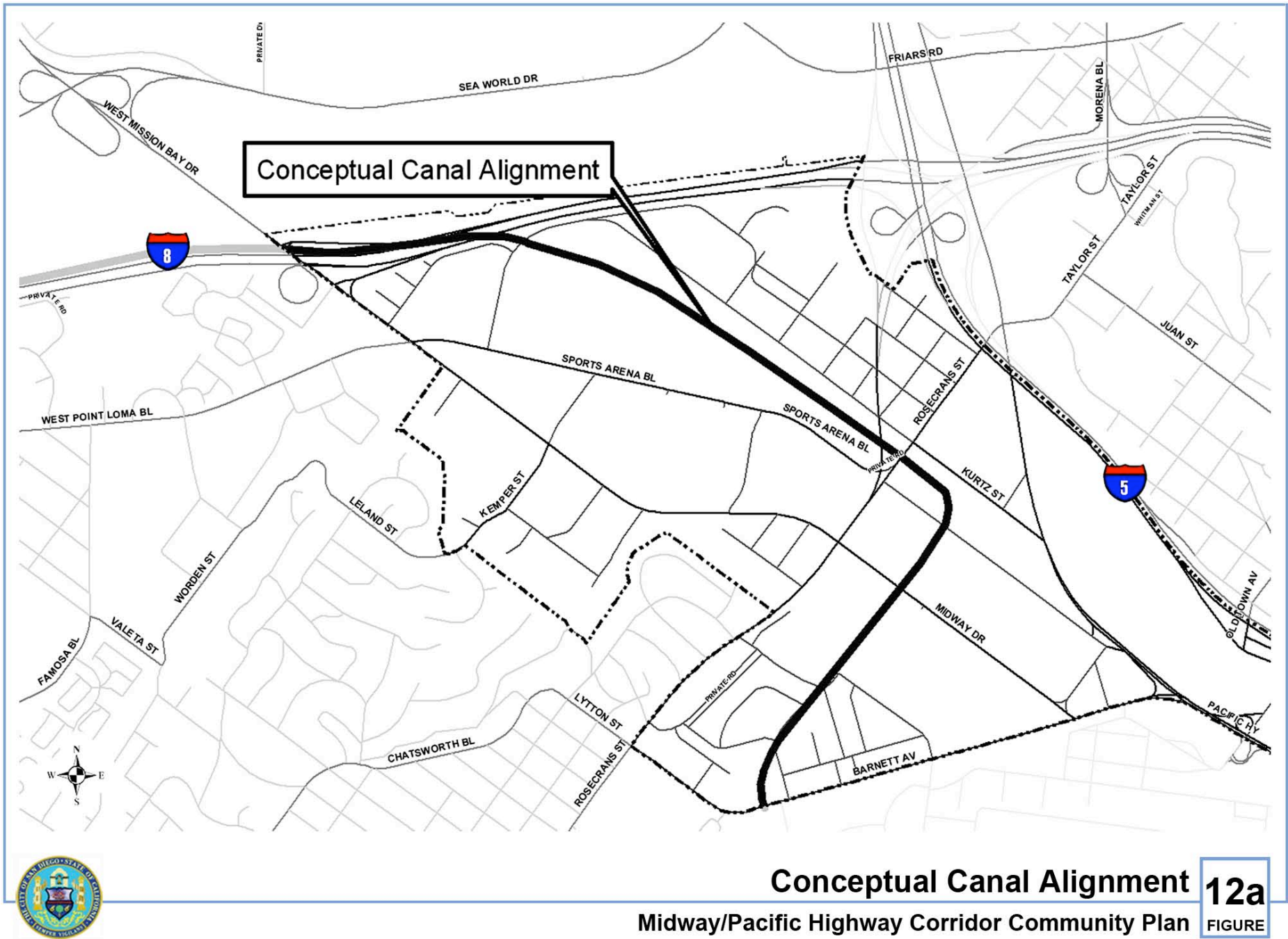
Recently, the closure of the Naval Training Center, re-use of the former Plant 19 site (renamed as the Navy's Old Town Campus) for space and naval warfare research, and the real possibility that the former main post office and the Sports Arena may be relocated or down-sized, have revived interest in the bay-to-bay link as a way of bringing in new and exciting development to the community. A series of public workshops in 1994 resulted in a report recommending that the water link be built. In 1997, the North Bay Revitalization Advisory Committee recommended that the water link be included in future land use plans.

POLICY

Complete development plans of a bay-to-bay water link through the community as an urban and recreational amenity to improve the image of the community and stimulate revitalization and development. Such a water link would connect San Diego Bay, from the end of the NTC boat channel, to the San Diego River by constructing a canal that can be navigated by small hand-powered and motorized watercraft. Completion of such plans will require further environmental assessment and amendment of the City's certified land use plans. Develop this area as a linear park or waterway if plans for the bay-to-bay water link are not approved.

FURTHER

- Designate the preferred canal alignment as "canal" as a 200-foot wide corridor. Until such time as the canal is constructed, develop the alignment as a greenbelt system, with water features where appropriate, which will serve as a park linkage.
- Ensure that the design of the potential bay-to-bay canal is the least environmentally damaging alternative and that environmental impacts to sensitive resources are avoided and/or minimized consistent with the habitat protection policies of the Coastal Act. Feasible mitigation measures shall be incorporated to minimize impacts to sensitive resources.
- Identify a 400-foot wide "canal influence area" within which appropriate uses may occur.
- Develop appropriate uses within the canal influence area adjacent to the canal, including a mix of passive, park-like amenities, walking and bicycling paths, as well as hotel, retail and other uses that can take advantage of this unique amenity.



- Ensure that development adjacent to the canal sets aside the appropriate right-of-way to accommodate the canal, is oriented to the water and is pedestrian-friendly in its design.
- Link the bay-to-bay canal to other open spaces, including Presidio Park in Old Town, the La Playa area in Point Loma, linear greenways in Centre City and the San Diego River corridor in Mission Valley.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Conduct detailed engineering studies to evaluate alignment and specific dimensions of canal linking San Diego and Mission Bays		●		Various City Departments	City	Specific Recommendations/ Canal Alignment and Canal Design
Apply the Community Plan Implementation Overlay Zone—Type B to properties abutting the Canal influence area to facilitate acquisition of canal right-of-way and conformance with design standards	●			City Council	Reimbursable	Development Standards Figure 13

SPECIFIC RECOMMENDATIONS

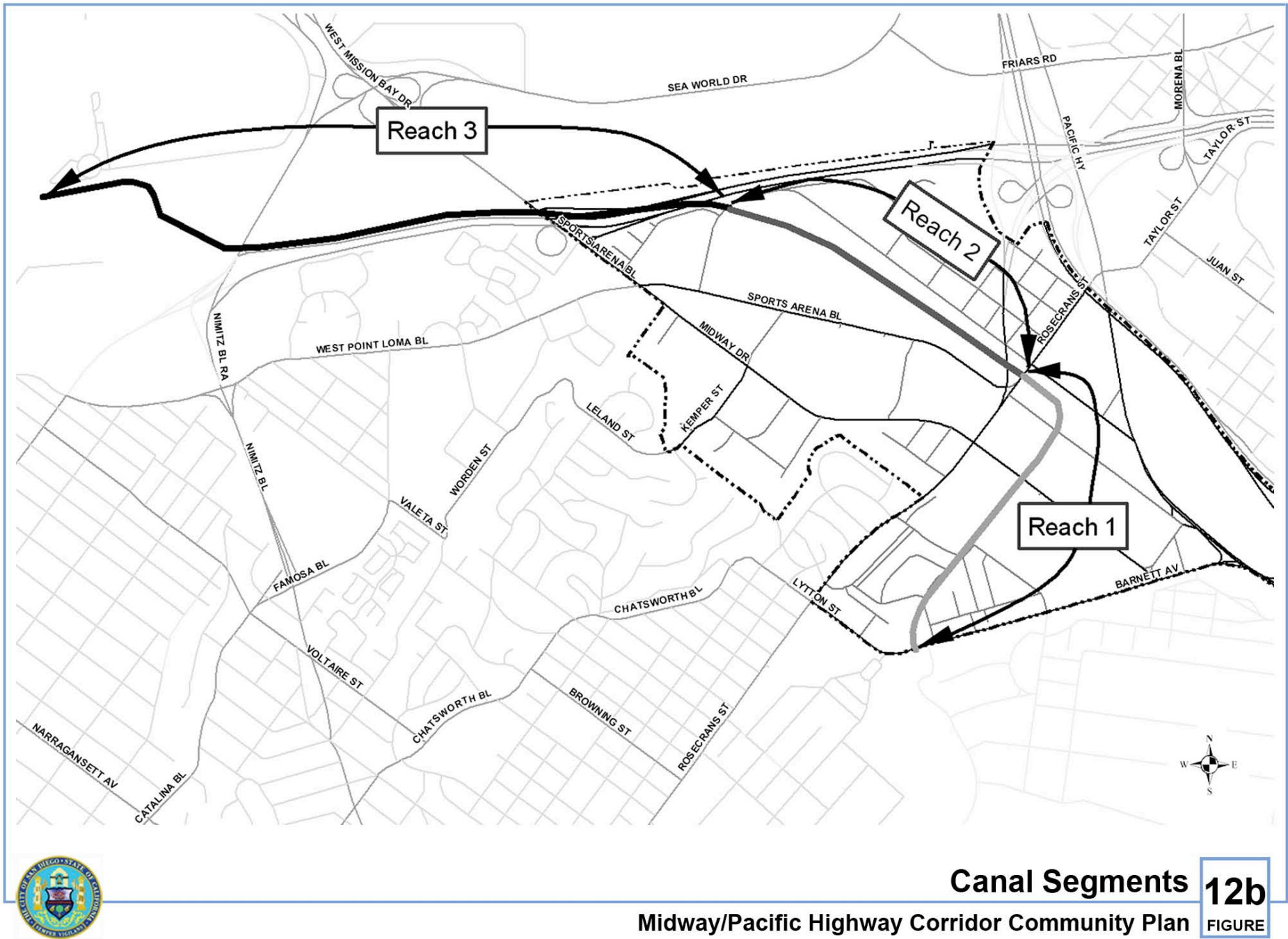
Canal Alignment

The canal alignment is conceptual at this time and subject to further environmental assessment and amendments to the City's certified land use plans. The most likely alignment is shown on the following figure. However, there are potential variations, particularly in Reach 1 (from the NTC channel to Rosecrans Street).

Reach 1

From its terminus in NTC, the canal would exit the base and cross Barnett Street in the vicinity of Gate 1. Crossing Barnett, the canal would then run through the Gateway Village Housing site, with new housing built on the remainder of the parcel around the canal. From here, the canal runs through the paved parking/storage area on the north side of the U.S. Post Office parcel, and then through a portion of the western parcel of the Navy's Old Town Campus (former Plant 19 parking lot), north of the warehouse currently under construction.

A variation of this alignment would keep the canal running through the Marine Corps Recruitment Depot parallel to Barnett Street, then running through the post office's south parking lot, and then through a portion of the western parcel of the Navy's Old Town



Canal Segments 12b

Midway/Pacific Highway Corridor Community Plan

FIGURE

Campus. This alignment is somewhat less likely, because traversing MCRD appears incompatible with Marine operations at this time. Either alignment ends, for this segment, at Rosecrans Street north of Sports Arena Boulevard. Both the preferred alignment and the variation take advantage of existing publicly-owned land and keep the canal at a relatively low and even elevation.

Reach 2

Reach 2 brings the canal from Rosecrans Street to I-8. Alignment options in this reach are few. The conceptual alignment is from Rosecrans Street, between Sports Arena Boulevard and Kurtz Street, which contains existing private commercial facilities, and then the City-owned Glasshouse Square retail area, Sports Arena and Red Lobster retail centers. The canal would exit the community by flowing under I-8 west of the Sports Arena. Since the parcels involved are, for the most part, large sites with numerous development possibilities, the canal can be sited anywhere within those parcels to best suit planned development.

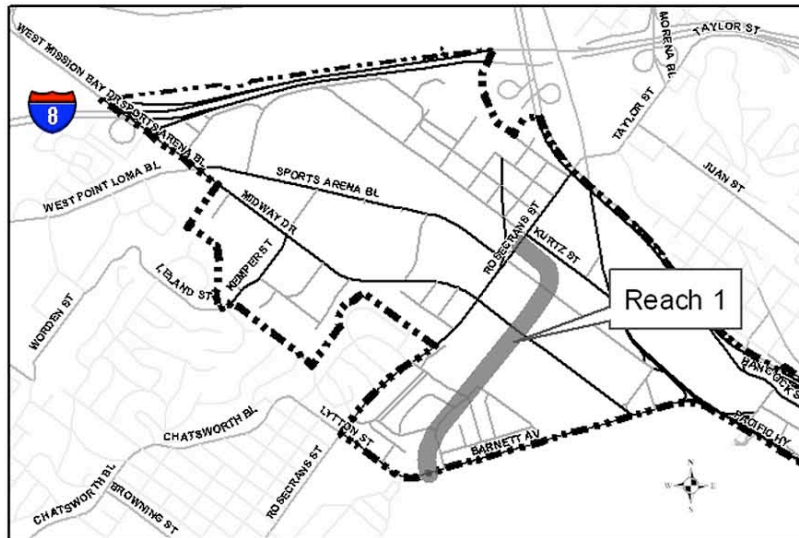
Reach 3

In developing plans for this segment, the goal is to locate this segment in the San Diego River flood control channel. The bay-to-bay canal would be constructed as a separate facility within the flood control channel; a jetty separating the two channels would be required. The bay-to-bay canal would likely parallel the flood control channel along the southern rock jetty, and then cross north to enable watercraft to exit the channel to the Pacific Ocean and/or Mission Bay. A gate or lock would probably be needed to protect the bay-to-bay canal from flooding during storm events. However, until further environmental studies are completed, the canal connecting San Diego and Mission Bays cannot be constructed.

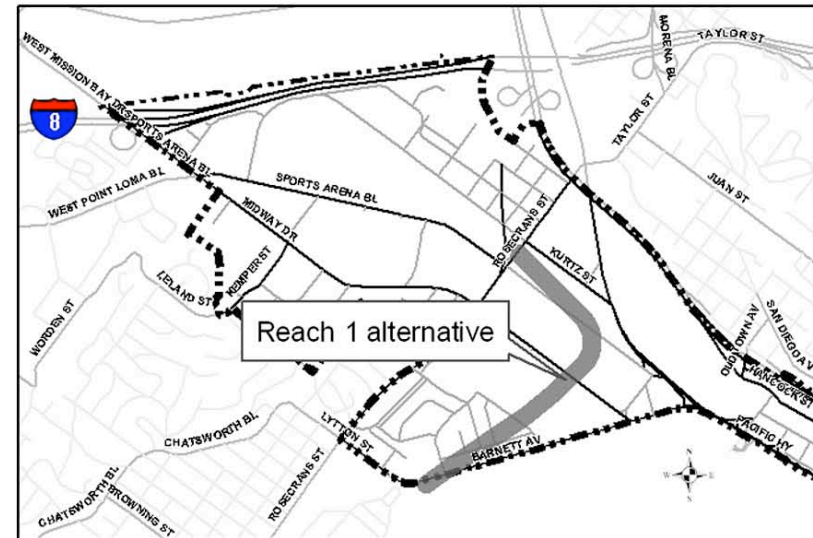
Canal Dimensions

The bay-to-bay canal is envisioned as a waterway navigable by small hand-powered watercraft (e.g., kayaks, canoes, outriggers) and by small motor craft (water taxis, trailer-able boats). Wind-powered boats could traverse the canal only with sailing masts retracted. This design feature will lower the costs of canal construction (water depth can be reduced) and of bridge construction (clearance can be reduced). The depth of the canal need not exceed ten feet at low tide, and the bridge clearance need not exceed ten feet at high tide.

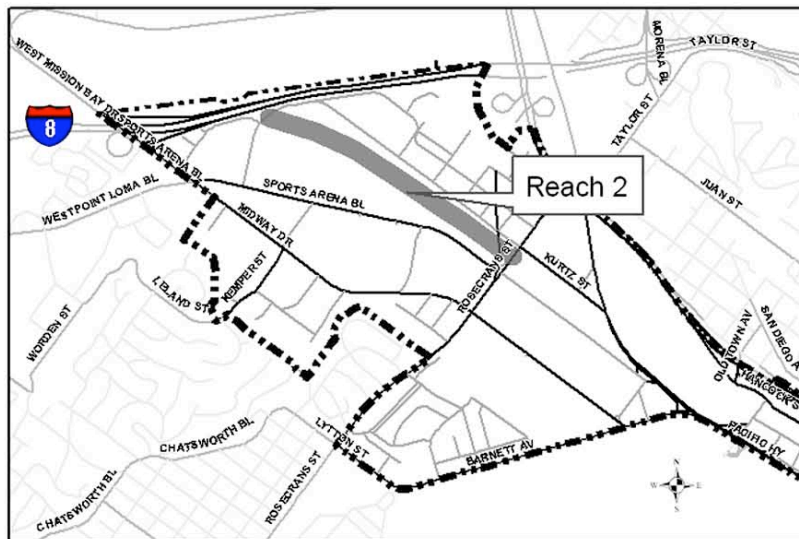
The conceptual canal design calls for a 200-foot-wide canal and associated open space throughout its alignment, although variations in width are expected. These dimensions include a 75 to 100-foot-wide waterway, zero to 75 feet for canal sides, which may be either sloped back and lined with rip-rap or straight-sided concrete, and 25 to 50 feet of sidewalk, bike path, and landscaping on one or both sides. Reductions in the width of the canal should be considered when existing development precludes a wider canal; when finger canals or offshoots bring water elements into adjacent areas; and for small parcels where the full right-of-way would preclude reasonable development. The width of the canal will also be re-evaluated following more detailed engineering studies.



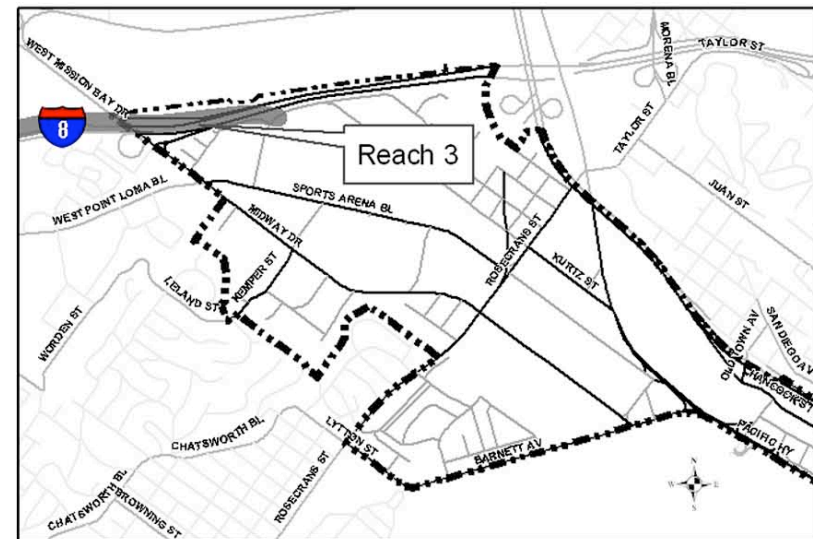
Preferred Alignment - Reach 1



Alignment Variation - Reach 1



Alignment - Reach 2



Alignment - Reach 3

Alignment, Reach 1, 2 & 3

Midway/Pacific Highway Corridor Community Plan

12c
FIGURE



Canal Design

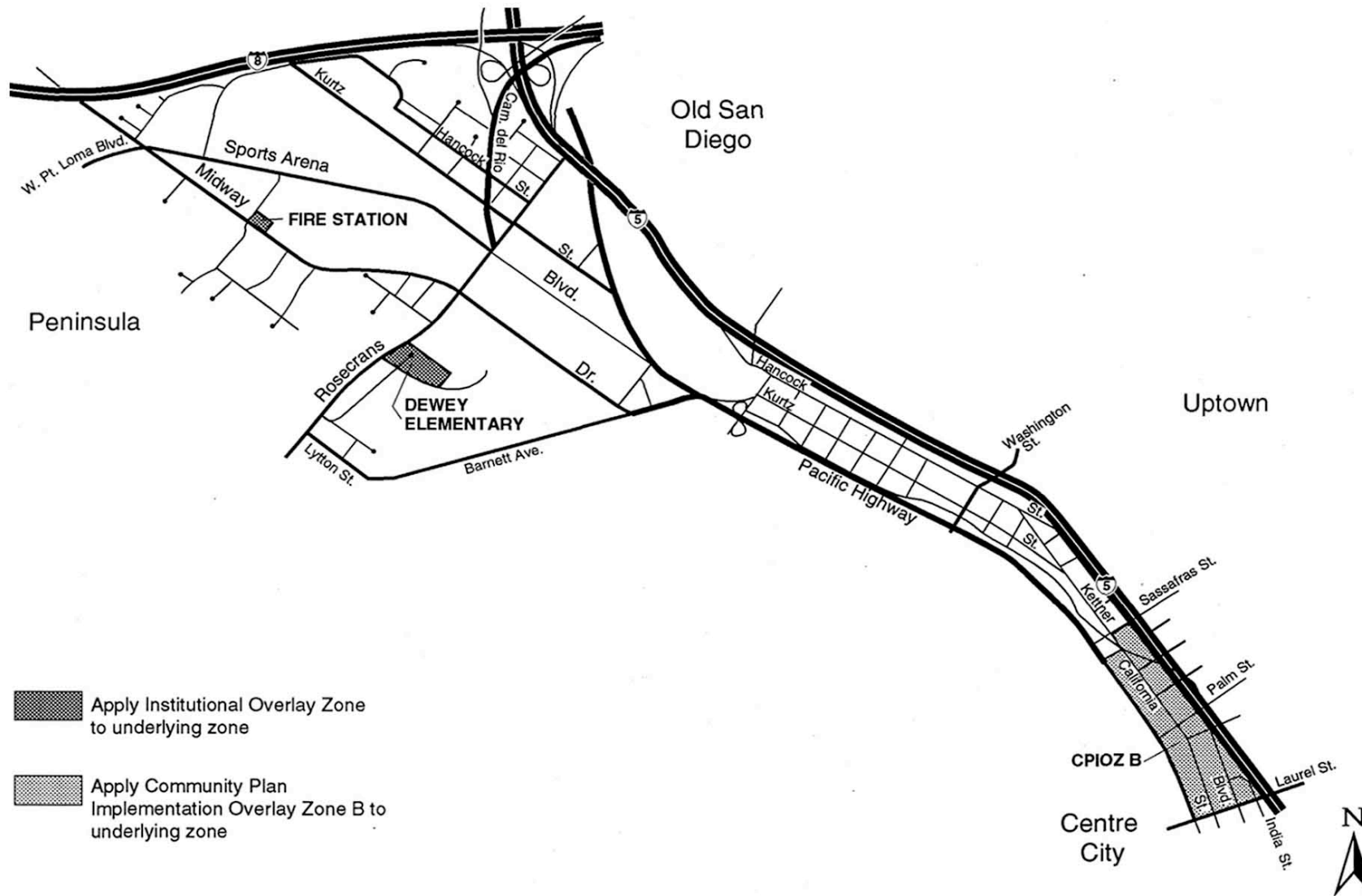
The bay-to-bay canal would be designed as a tidal canal connecting two tidal bodies of water. It is anticipated that the canal would ebb and flow with the daily tides. The canal would be designed as a 200-foot-wide facility because a narrow canal would have ditch-like appearance at low tide. However, a detailed engineering study is needed to analyze currents, sediment transport and amplitude differences between the two water bodies. The study would recommend the optimal canal cross-sections and roughness, and evaluate the need for remedial structures, such as locks or gates, to avoid flooding, sedimentation and currents within the canal. The engineering study will evaluate whether a canal with locks would be more cost effective than a tidal canal. Advantages to the lock system are that the width of the canal could be reduced, the depth may be reduced if the water level is trapped at a higher tide situation, and flooding may be easier to control. The disadvantages are the cost of installing the locks and the difficulty of providing continuous access to the two water bodies through the lock system. Additional studies are needed to assess the impact of the canal on wetlands, and the tidal regimes and water quality of Mission Bay and San Diego Bay. Any properties along the proposed canal alignment that redevelop before the engineering study and other environmental assessment are complete must comply with the conceptual design recommended by this Plan.

Ultimate design and construction of the canal shall ensure that environmental impacts to sensitive resources are avoided and/or minimized consistent with the habitat protection policies of the Coastal Act and that any necessary mitigation will occur as close to the area of impact as possible. The City will work closely with the United States Fish and Wildlife Service, United States Army Corps of Engineers, California Department of Fish and Game, California Coastal Commission, as well as other governmental agencies and organizations, in assessing environmental and engineering feasibility and in designing the canal to achieve the best design possible to minimize identified impacts. Should the canal be designed as a linear park or waterway without connections to San Diego or Mission Bay, such that it is located outside the Coastal Zone, consultation with the California Coastal Commission is not necessary.

Development Standards

Apply the Community Plan Implementation Overlay Zone (CPIOZ)—Type B to properties adjacent to the canal influence area to facilitate the dedication of the necessary right-of-way and comprehensive review of overall site design to implement the supplemental development regulations identified in this Plan.

- A. Require pedestrian-friendly and water-oriented design features next to the canal.
 - 1. Sidewalks are required adjacent to the canal. The sidewalk should be at least ten feet wide, flanked by a row of broad canopy trees.
 - 2. Buildings should front on the canal, or at least have secondary entrances onto the canal.

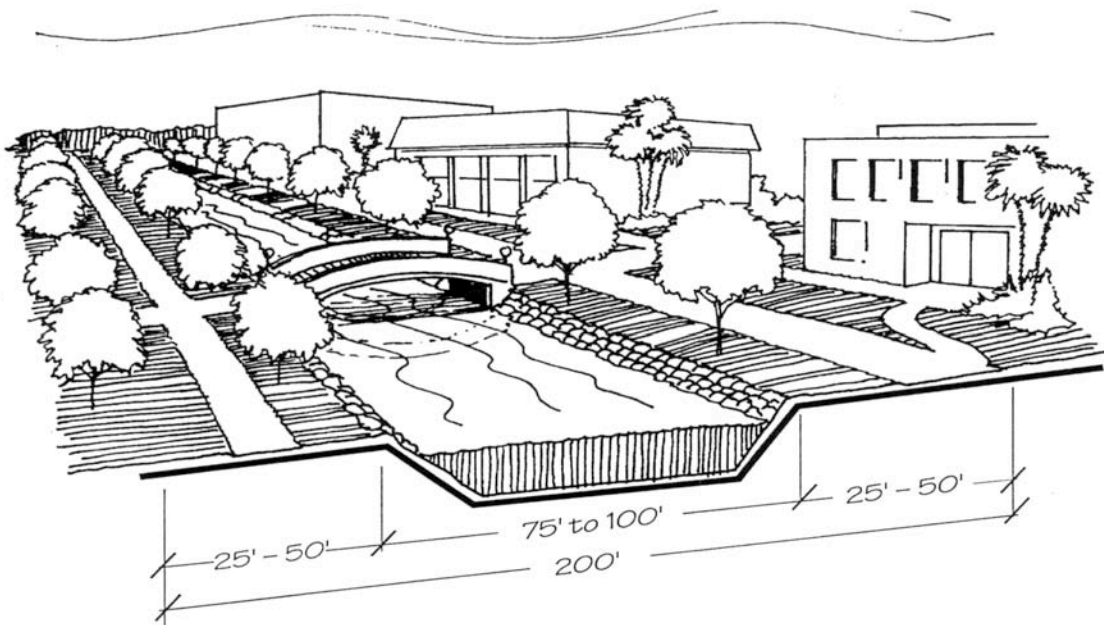


Recommended Overlay Zones

Midway/Pacific Highway Corridor Community Plan

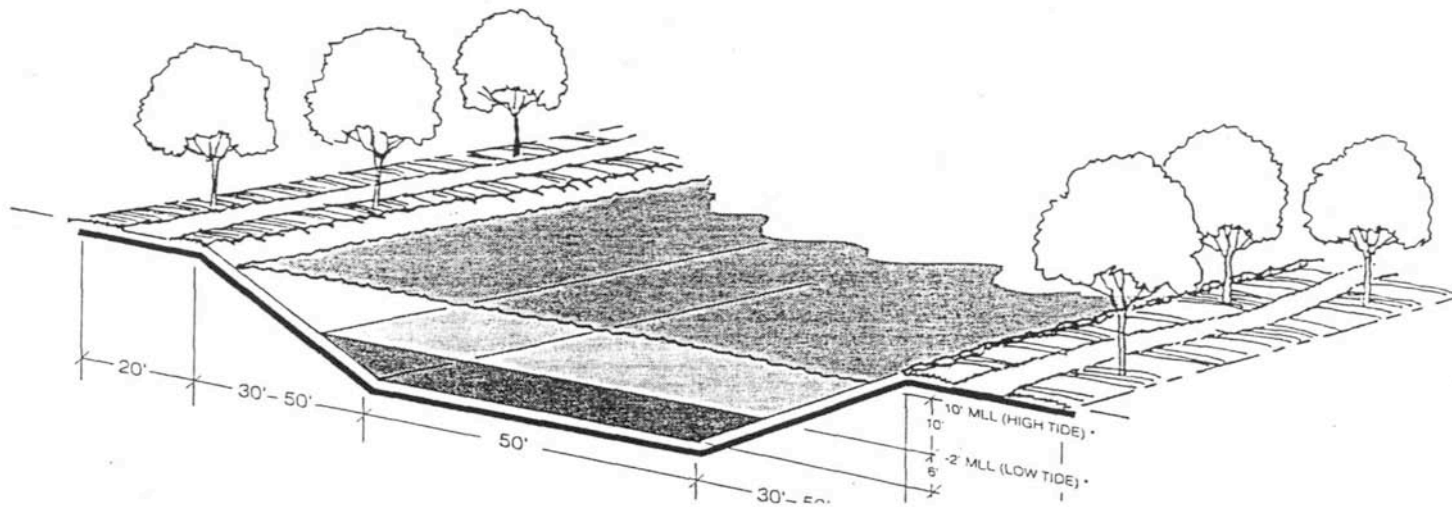
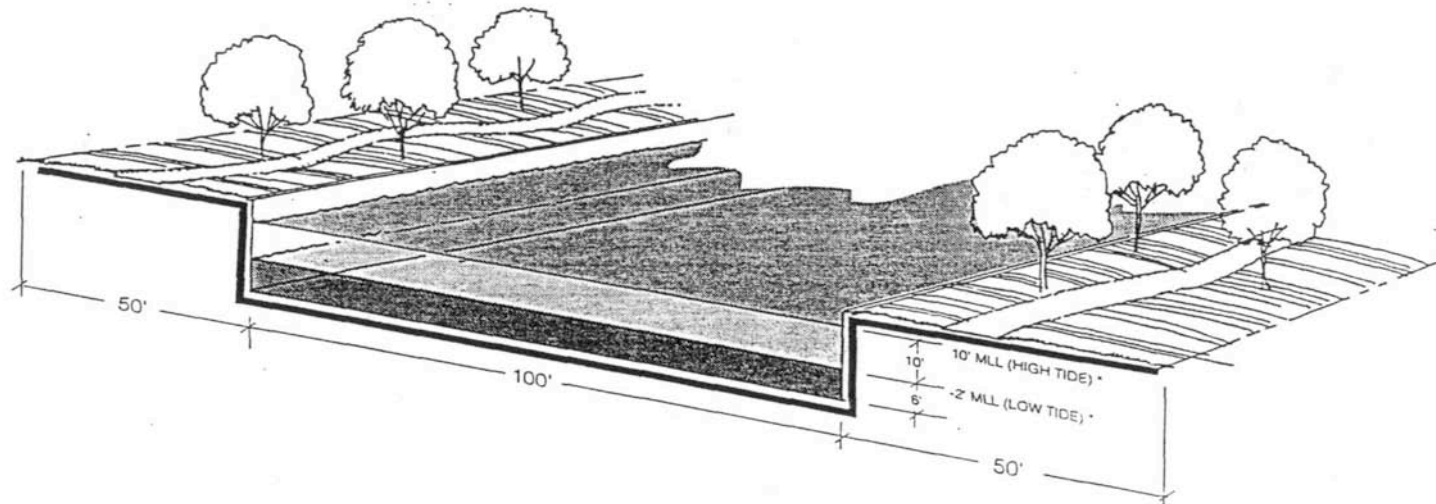
13
FIGURE

3. Facades fronting the canal should have a minimum 50 percent transparency on the ground floor.
 4. Outdoor seating, retail and other uses conducive to a pedestrian environment are strongly encouraged to locate immediately adjacent to the canal in the areas designated for commercial and multiple use.
- B. Require that the canal right-of-way be set aside at the time that redevelopment of affected parcels occurs. The right-of-way shall be improved as parkland, leading to the development of a linear park as an interim amenity until the canal itself can be constructed. Water features are strongly encouraged as part of the park design, including self-contained lakes that will eventually be incorporated into the canal.
- C. In exchange for reservation of the canal right-of-way, the City should consider variances for building setbacks and floor area ratio.
- D. Building heights adjacent to the canal may exceed the Proposition D 30-foot height limit, provided the exception results in a superior site design and subject to voter approval.



Canal Dimensions

Canal Dimensions and Perspective



COMMERCIAL LAND USE

POLICY

Stimulate the physical rehabilitation and economic revitalization of commercial areas within the Midway/Pacific Highway Corridor community, and promote a mixture of commercial uses within the community to meet a variety of needs for both the existing and future resident and visitor populations.

FURTHER

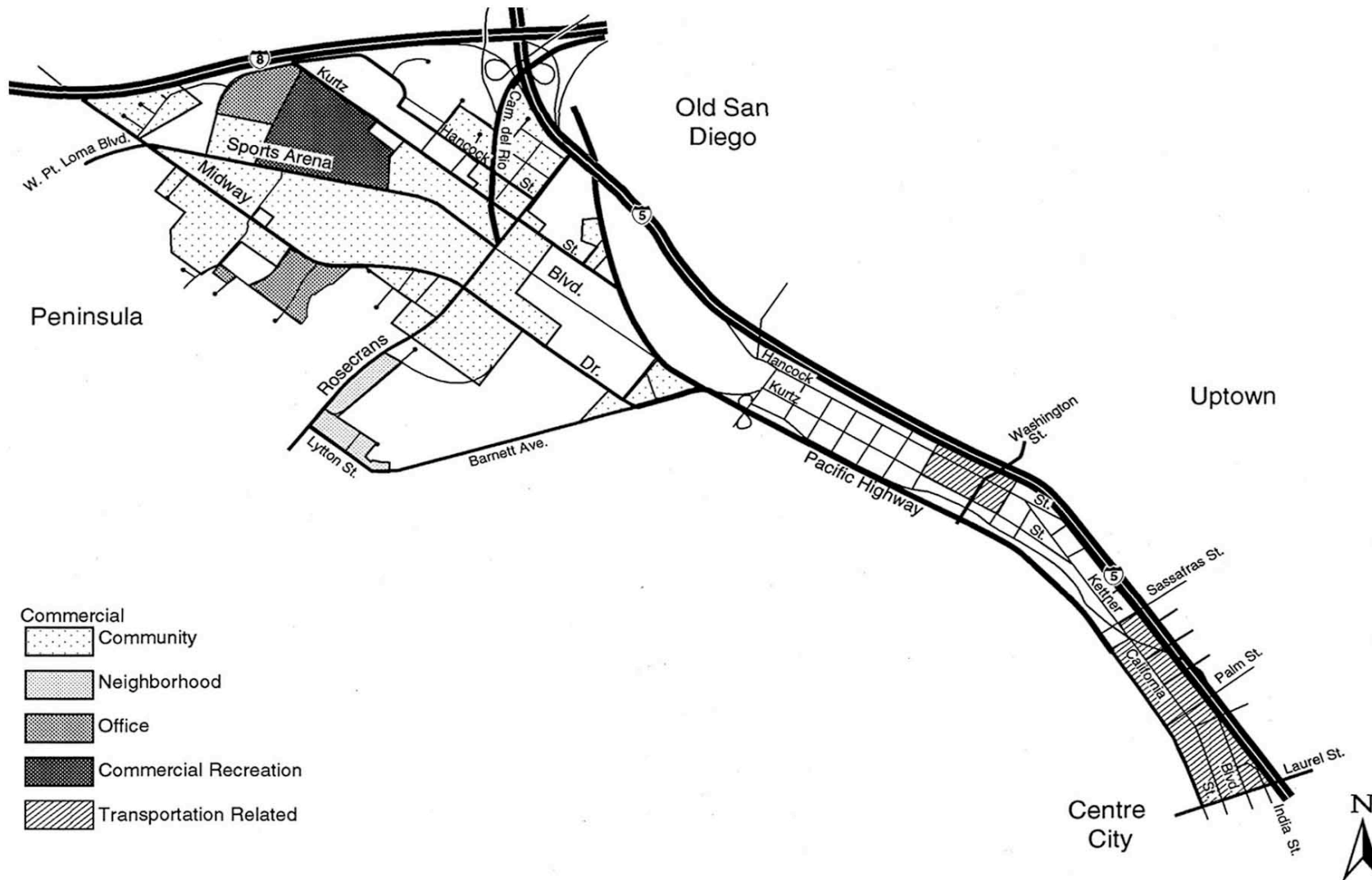
- Improve the aesthetic and functional qualities of commercial areas.
- Develop comprehensively planned commercial areas on adequately sized sites rather than strip commercial development and isolated freestanding stores.
- Consolidate lots where feasible to improve project design and traffic circulation.
- Unify the streetscape throughout the community with the installation of landscaping in commercial areas and along the public right-of-way.
- Reduce visual clutter in the community and control excessive or unnecessary signage.
- Provide and maintain setback and view corridors from the public right-of-way.
- Separate retail and specialized commercial uses from areas appropriate for medical and professional office use.
- Require pedestrian-oriented features to improve and safeguard pedestrian safety, access and ease of circulation throughout the commercial area.
- Ensure that commercial developments provide adequate off-street parking.
- Retain and upgrade areas adjacent to existing residential neighborhoods for neighborhood commercial use.
- Provide zoning and land use designations for airport-related commercial uses in areas that are most impacted by flight operations.
- Develop trolley-supported commercial uses adjacent to the proposed Washington Street and Laurel Street light rail transit stations.
- Promote mixed residential/commercial development in commercial areas that are not in conflict with General Plan and San Diego Association of Government (SANDAG) noise compatibility standards.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Apply commercial zoning as described in the Specific Recommendations of this element and as shown on Figure 12	●			City Council	N/A	Specific Recommendations A-K, Figure 12
Apply the Community Plan Implementation Overlay Zone—Type B to properties abutting the Canal influence area to facilitate acquisition of canal right-of-way and conformance with design standards	●			City Council	Reimbursable	Figure 13
Permit residential density bonus up to 43 dwelling units per acre through the PCD permit process		●	●	Planning Commission and City Council	Private	Development Criteria #3
Require projects to follow the streetscape criteria of this Plan and the citywide Landscape Ordinance		●	●	Planning Department, Caltrans, Park and Recreation Department and Private Action	Private and Caltrans	Appendix B
Increase sign code enforcement and require projects to follow the development and urban design guidelines of this element		●	●	Planning Department	City, Reimbursable	Urban Design Guidelines pp. 66-68

SPECIFIC RECOMMENDATIONS

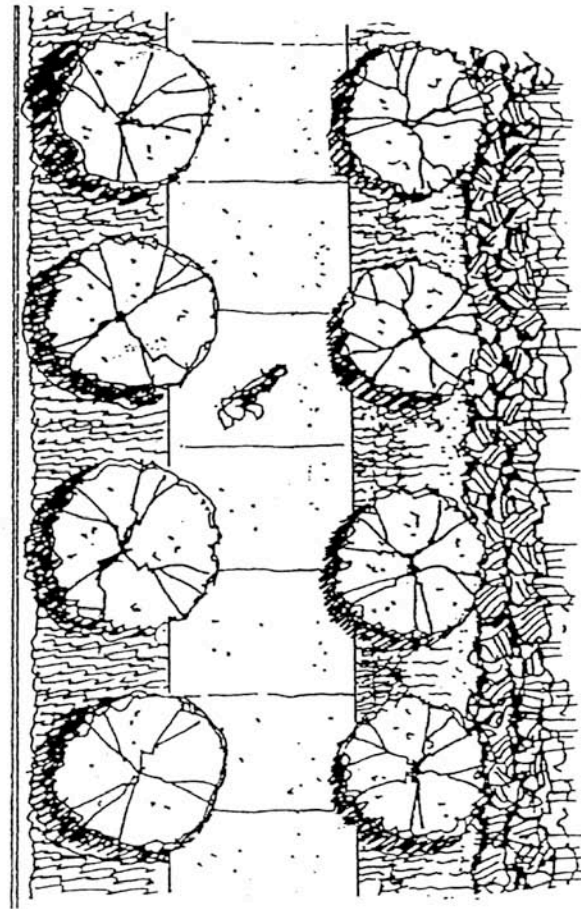
- A. Redesignate the Sports Arena/Midway Shopping Center and adjacent area from Regional Commercial to Community Commercial. Rezone this area from the industrial zone M-1A to area shopping center (CA), which is a more appropriate zone for a commercial shopping center. Future rehabilitation should include landscaping of all parking areas and the retention of existing eucalyptus trees.
- B. The commercial strip area located adjacent to the Midway/Sports Arena Boulevard shopping center should be rehabilitated and/or redeveloped. The orientation of buildings, landscaping and pathways should continue to be toward Midway Drive. Rezone this area from M-1A and General Commercial (C) to CA.
- C. Retain the Community Commercial designation of the Loma Square Shopping Center, support the continued upgrading rehabilitation of the site, including the provision of adequate parking, extensive landscaping along the public right-of-way, and improved pedestrian access and circulation. All signage should be part of a comprehensive sign plan.
- D. Redesignate the central Rosecrans corridor to Community Commercial, with attention given to its dual role as a community commercial area and as a visitor-serving area convenient to the airport, Old Town, the beaches, Cabrillo Monument and other features.
- E. The Rosecrans Shopping Center is a new retail center located on the northeast corner of the Midway Drive and Rosecrans intersection. Rezone the site to CA, as the development standards of the Midway Planned District and the “C” zone are inappropriate for a commercial shopping center.
- F. Due to its close proximity to residential neighborhoods, retain the Neighborhood Commercial designation of the Lytton Street area, and rezone that portion of the site which is zoned C to Neighborhood Commercial (CN). Replace the Multifamily Residential (R-400) zoning applied to lots fronting Cadiz Street with CN zoning as well.
- G. The Rosecrans Street/Place Commercial Island should include provisions for pedestrian amenities, control of excessive signage, improved pedestrian and vehicular access, and all lighting should be directed away from the adjacent residential area. Redevelopment and/or rehabilitation of the property should also include extensive landscaping along the public right-of-way to include street trees and landscaped medians as required in the **Urban Design Element** of this Plan.
- H. The area currently occupied by business and professional offices in the vicinity of the Sharp Cabrillo Hospital and the Kaiser Permanente clinic should be designated for Commercial Office use. This area represents a vital resource to the community, as well as a regional serving area, and medical uses should continue to locate here. All discretionary permits should contain provisions for adequate parking, extensive landscaping and



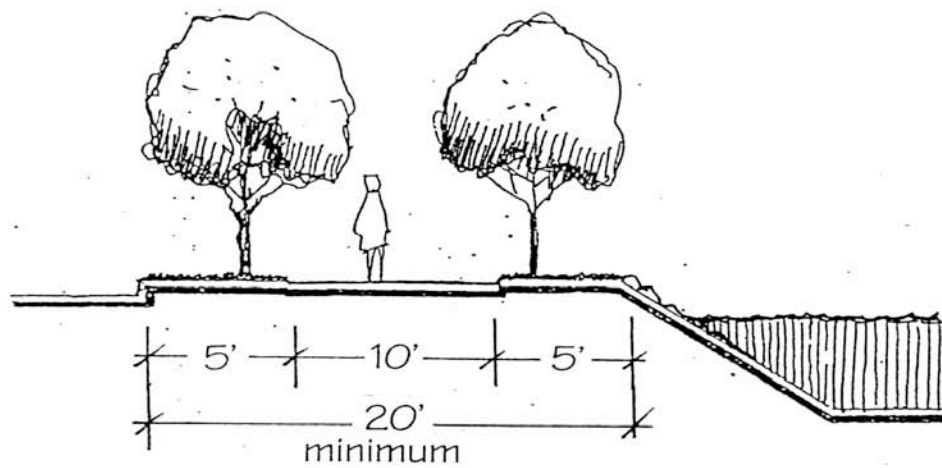
Commercial Land Use Designations
 Midway/Pacific Highway Corridor Community Plan

architectural compatibility to the surrounding neighborhood. Signs should be attractively designed and architecturally integrated into the project.

- I. The Sports Arena site represents a major recreational facility and, although redesignated for multifamily residential use, should remain in commercial recreation use until such time that the property is comprehensively redeveloped by the City. The monumental size of the building and the barren nature of the surrounding parking lot imposes an automobile-oriented “asphalt and concrete” image on the community which should be remedied by the implementation of the approved Master Landscape Plan.
- J. The existing swap meet is a retail activity that should continue to be closely monitored through the Conditional Use Permit conditions with respect to visual appearance, litter, traffic generation, parking and signage. Pedestrian circulation should be improved by the addition of attractively designed crosswalks between the Sports Arena facility and its off-site parking facility on Kemper Street. Curbs and street medians should be reconfigured to allow handicap access. Entrances and exits should be visually identified and reinforced through the use of landscape elements.
- K. Once the Sports Arena ceases operation at this site, redevelopment of the property will require a Planned Development Permit and a series of public hearings to address uses, site design, canal and roadway improvements, as well as conformance with the design standards of the residential and bay-to-bay elements, so that the new development will be exemplary not just in and of itself, but in terms of its contribution to the circulation improvements and design standards of the Midway area as a whole. Upon redevelopment of the Sports Arena site, consider re-designating some of the industrial area north of Kurtz Street to Visitor Commercial uses.
- L. The Barnett Avenue Commercial Center should be rehabilitated to include adequate parking and extensive landscaping along the public right-of-way. Any discretionary permit should include the provision for removal of all pole signs and the applicant should obtain a comprehensive sign plan. Rezone this site from C-1 to a community commercial zone that allows a mixture of commercial and limited industrial and residential uses with a residential orientation to the citywide Commercial C-1 zone. The removal of billboards in this area is also strongly encouraged.
- M. Apply the commercial development criteria of the underlying high-intensity, strip commercial zoning allowing heavy commercial and residential uses, and the urban design criteria of this element to the Pacific Highway Corridor between Sassafras Street and Laurel Street, as well as those areas immediately adjacent to the Washington Street trolley station, to help improve the visual appearance of the area and the visitor and airport-related image of the City, in conformance with the Local Coastal Program. Application of the CPIOZ in conjunction with the C-1 zone will ensure maintenance of view corridors to the waterfront, incorporation of pedestrian-oriented features and landscaping of visible parking structures, while promoting airport-related uses.

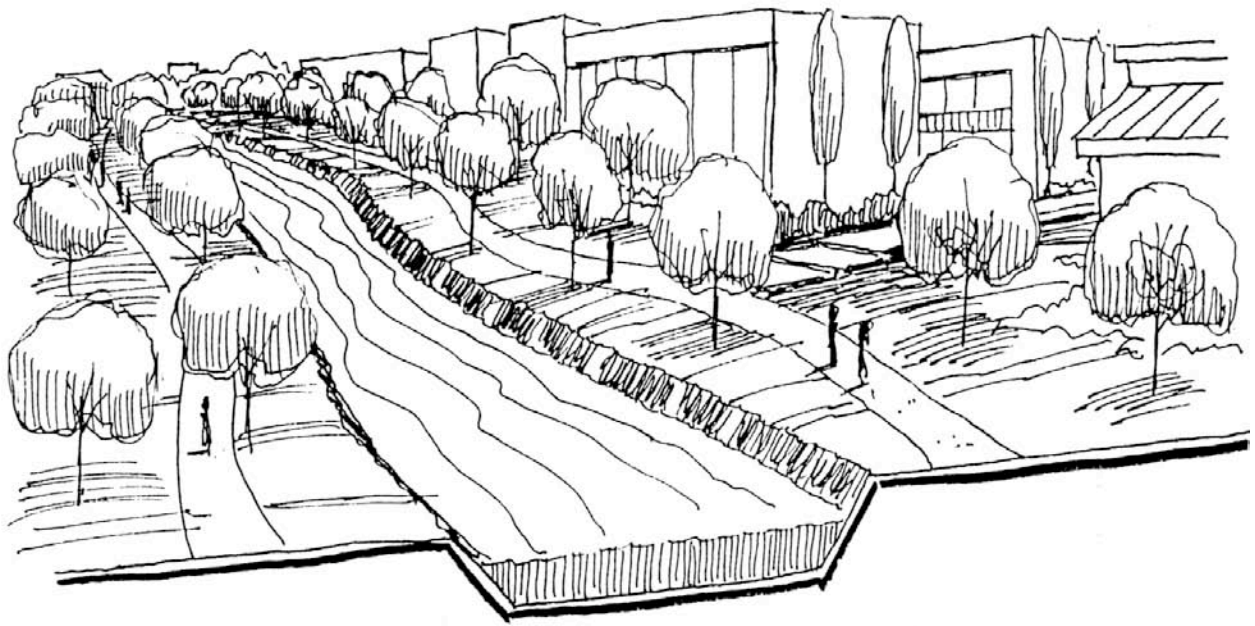


5' 10' 5'

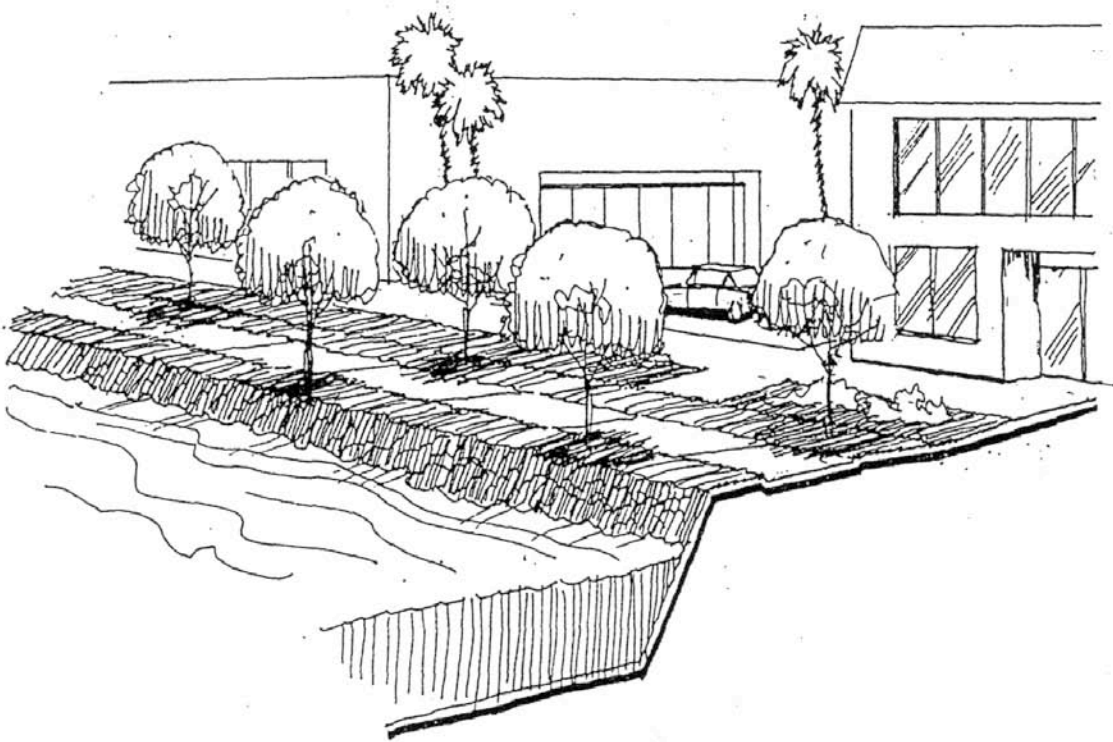


5' 10' 5'
20'
minimum

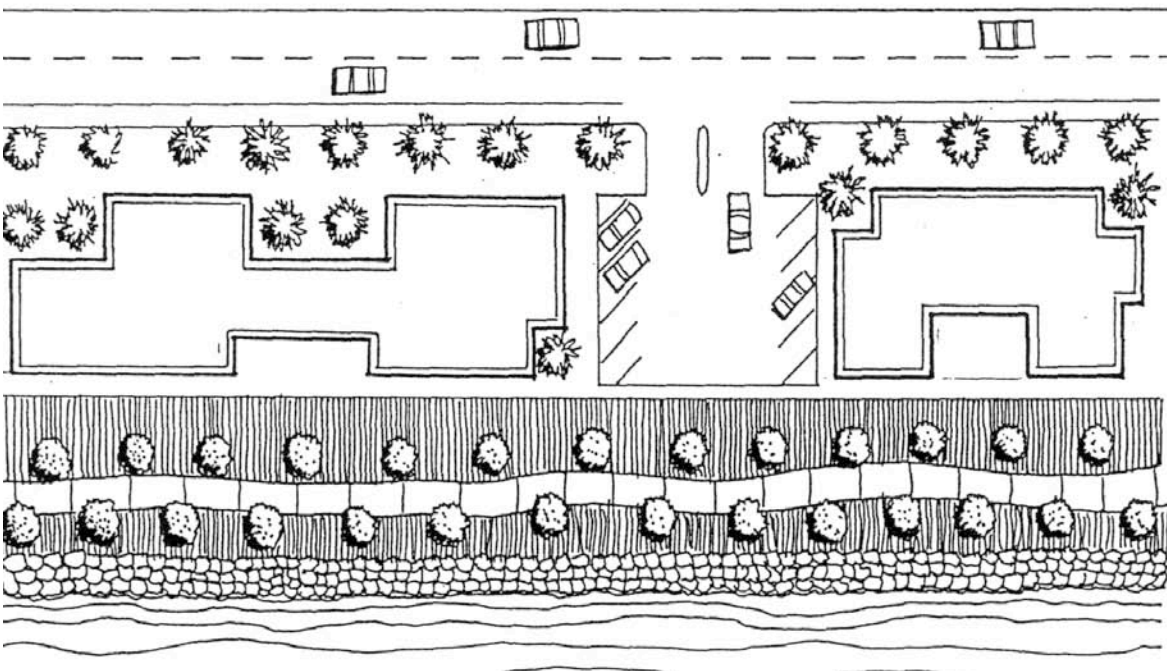
Pedestrian walkway concepts along canal



Research and Development Office design
concepts along canal



Research and Development Office design concepts along canal



Development Criteria

The following additional guidelines apply to all commercial areas of the community:

1. If desired by property owners, a business improvement district or other neighborhood association should be formed to facilitate the economic and physical revitalization of the community. Future studies should examine the appropriateness of establishing a redevelopment project area along the Pacific Highway Corridor area.
2. No additional rezonings to commercial use should be permitted except: 1) if an institutional use is leaving and the proposed zone is consistent with the alternate land use designation provided by this Plan; or 2) if it is clearly necessary for the development of mixed-use commercial/residential projects.
3. Mixed-use residential development may occur in appropriate commercial areas in conformance with General Plan noise compatibility standards at a medium high density (43 dwelling units per acre) when developed through the Planned Commercial Development (PCD) Permit Process. The PCD permit process will ensure adequate parking, landscaping and other design considerations. Mixed-use projects should be limited to sites which can meet the residential urban design provisions of this Plan, and which can provide a portion of the usable open space in the proposed development as public urban space (e.g., a plaza, playground, fountain, tables and benches, or other open space amenity).
4. Projects locating in commercially zoned areas adjacent to trolley station stops should devote a majority of ground floor development to commercial uses, in order to promote pedestrian activity and interest.
5. Commercial redevelopment projects located along the Pacific Highway Corridor should not obstruct scenic vistas and/or should provide and maintain view corridors from all public right-of-ways.
6. In the event that commercial relocations occur, designated historic sites should be rehabilitated for reuse under a discretionary review process.
7. All commercial shopping centers should also adhere to the following development criteria:
 - a. Applicants should obtain a sign plan which controls excessive or unnecessary signage such as pole signs, billboards and freeway-oriented signs.
 - b. Commercial projects should incorporate urban open space areas and pedestrian circulation plans.
 - c. If parking is considered inadequate, applicant should provide a parking needs study and submit a proposed parking plan which incorporates shared and/or joint-use measures to adequately meet the present, as well as future parking needs of the project.
 - d. The recommendations of the **Circulation Element** of this Plan should be incorporated into the design of commercial projects.

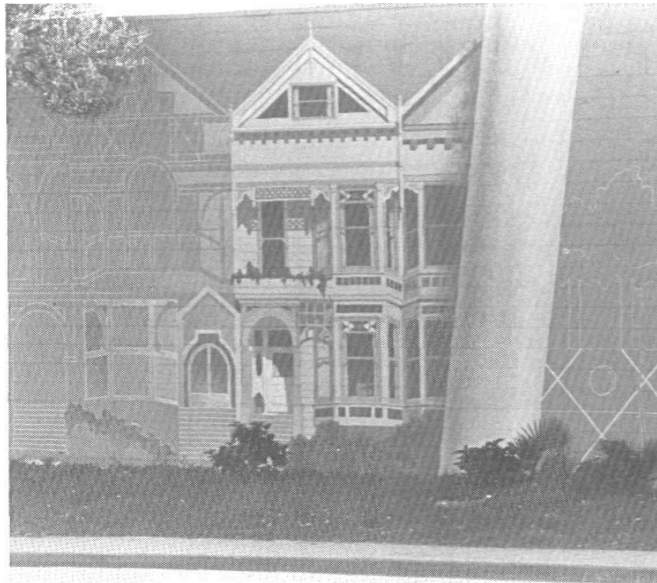
Urban Design Guidelines

The following urban design criteria have been developed to integrate building setbacks and landscaping while allowing flexibility in architectural style and site design. Strict adherence to the citywide sign code ordinance, as well as an increase in sign code enforcement, may also help to reduce the visual clutter in the community.

1. Transitions in scale should be used to add visual interest and create a sense of enclosure for the pedestrian.
2. Commercial projects are encouraged to articulate and vary the height of facades. All mechanical equipment and other appurtenances should be screened and/or attractively incorporated into the overall architectural design of the project.
4. Commercial projects should incorporate urban open areas such as plazas, courtyards, arcades, water features, fountains, and/or table or bench areas with shade trees or overhead trellises.

5. Pedestrian paths and activity areas should be reinforced by providing benches, tables, overhead sun trellis, fountains and decorative paving. Large unbroken areas of concrete or paving should be avoided; patterned paving related to architectural elements should be used to break up monotonous areas. Pedestrian linkages should be provided throughout and between shopping areas, parking lots, and all public right-of-ways.

5. On-site signs should enhance the character of the commercial area and should help to unify the architectural theme of the project, rather than simply be used as a means of identifying various tenants. Center identification signage should be used to minimize the need for multiple tenant identification signs.



Decorative graphics which do not advertise a specific product may be used if they are compatible with neighborhood character.

Internally illuminated, multi-tenant panel directories which impart neither character or architectural style are strongly discouraged, as are tall pole signs. Sign plans should limit the color and typeface of signage to no more than three colors and three designs.

Signs should not be located along local streets leading to residential areas nor should they be installed in the public right-of-way or in areas that may conflict with landscaping and/or signage on adjacent parcels. Monument signs may be located within the setback area if they include exemplary landscaping and pedestrian-oriented design details, and meet the requirements of the citywide sign regulations.

6. Commercial lighting and signage should not impinge on, nor should they be visible from, adjacent residential areas. The existing street lamp theme along Midway Drive between Sports Arena Boulevard and Rosecrans Street should be retained and incorporated into the design of commercial projects in the area.
7. Unify the streetscape system by providing street trees and landscaping as recommended in the general streetscape recommendations **Appendix B**. Commercial projects occupying a corner lot should wrap streetscape treatments onto local connector streets.
8. Off-street parking, including large parking structures, must be amply landscaped or screened from the public right-of-way and should be located towards the rear half of the lot and/or placed underground.
9. All trash enclosures and utility boxes should be attractively designed and screened so as not to obstruct access and/or the successful implementation of proposed architectural and landscape designs.

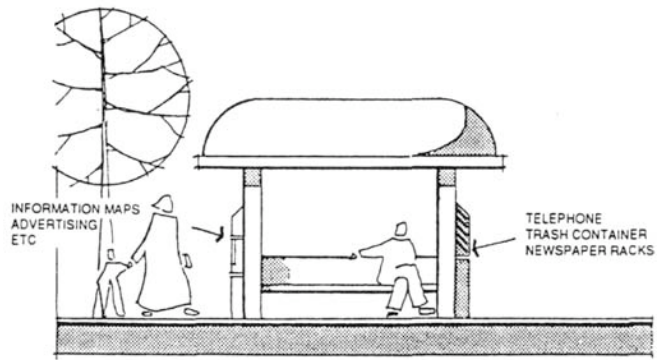


Storage and loading areas that are visible from the public right-of-way should be screened with a combination of decorative fencing and landscaping.

10. If retail or restaurant use is included in a commercial project, bike racks should be provided and maintained for public use.

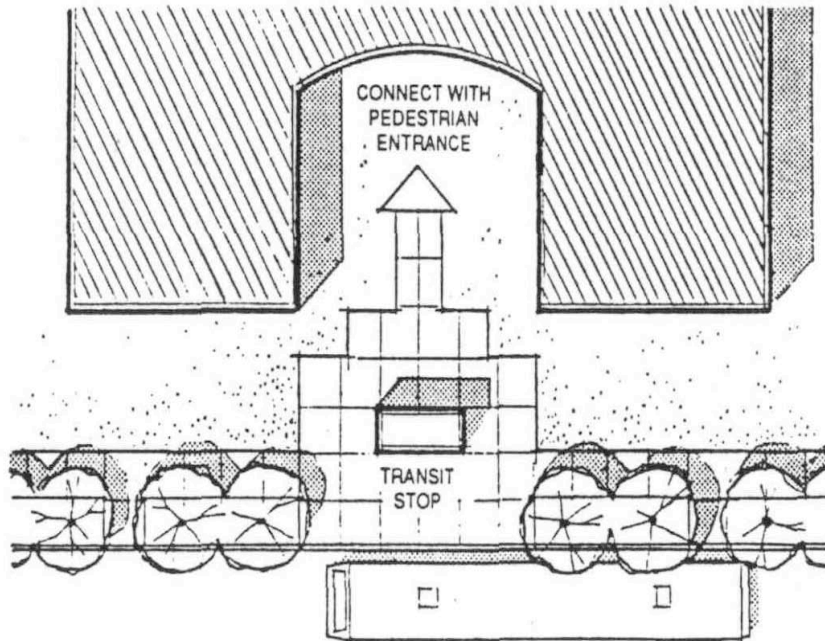
11. Attractively designed and well-lit public bus shelters and benches should be provided wherever an existing bus stop exists.

12. Community Plan Implementation Overlay Zone—Type B: In addition to the design criteria provided above, the following guidelines should apply to developments in the area of the Pacific Highway Corridor between Sassafras Street and Laurel Street:



Components of primary transit stops.

- a. Preserve scenic vistas to the bay and other coastal areas with new development. Provide flexibility in interior setbacks and step back the taller portions of those buildings located along view corridors to enhance views to the waterfront from public rights-of-way.
- b. Promote pedestrian activity by incorporating pedestrian-oriented landscaping, such as street trees and shrub buffers, and architectural features, such as courtyards, window displays and awnings, into the project design of new buildings.
- c. Provide landscaping for parking structures, such as cascading vines, along the edges of each deck and rooftop landscaping when visible from the public right-of-way.



Detached transit stops.

INDUSTRIAL LAND USE

The 1970 Midway Community Plan designated two areas for industrial use: 1) the 35-acre area bounded by Kurtz and Camino del Rio West; and 2) the 50-acre Plant 19 Site located between Pacific Highway and I-5.

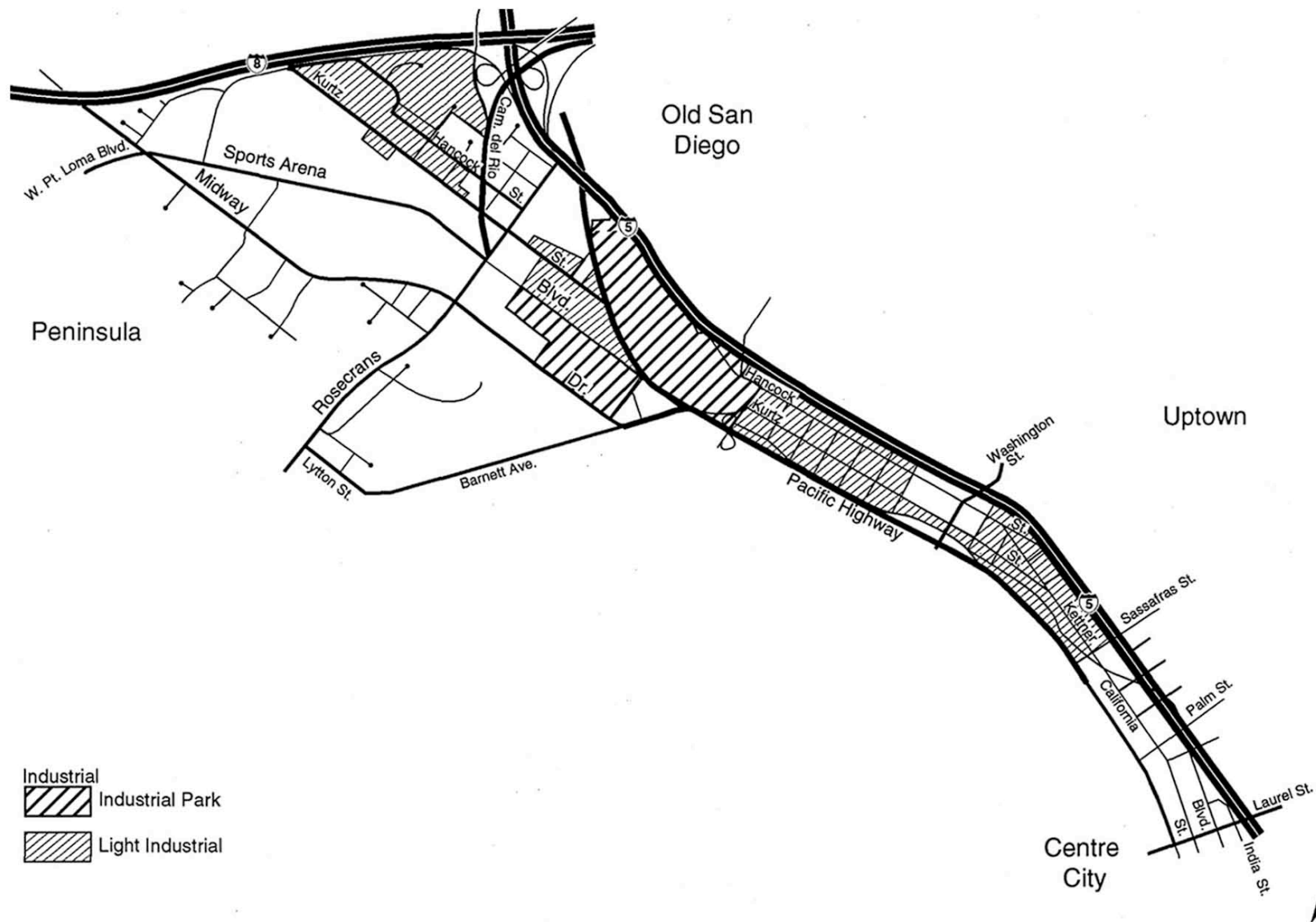
The Pacific Highway Corridor, located between I-5, the Pacific Highway, Witherby Street and Laurel Street, has not previously been included in an adopted community plan. The area is, however, designated for light industrial use by the General Plan. Historically, the Pacific Highway Corridor was associated with the Middletown and Uptown communities. Upon the construction of I-5, the area became physically isolated from those communities and is now linked only by a few pedestrian and auto underpasses and one pedestrian bridge which spans I-5 at Redwood Street.

POLICY

Preserve the existing industrial areas for industrial use, develop additional industrial areas where appropriate, and provide for the physical rehabilitation and economic revitalization of industrial areas through both public and private efforts.

FURTHER

- Upgrade the physical environment and visual appearance of industrial areas.
- Prevent further encroachment into industrial areas by unrestricted commercial uses.
- Provide, where appropriate, adequately sized sites for industrial park development.
- Design and locate industrial development so that negative impacts such as air, noise and visual pollution, traffic congestion and circulation conflicts will be minimized.
- Ensure adequate transportation and enhance circulation and access throughout the industrial areas.
- Redevelop the Pacific Highway Corridor in a manner that complements the proposed trolley extension.
- Protect and preserve San Diego's cultural heritage through the adaptive reuse of industrial buildings with historical and/or architectural significance.
- Consolidate and redevelop small parcels.



Industrial Land Use Designations

Midway/Pacific Highway Corridor Community Plan

15
FIGURE

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Apply industrial zoning as described in the Specific Recommendations of this element and as shown on Figure 12	●			City Council	N/A	Specific Recommendations A and B, Figure 12
Apply the Community Plan Implementation Overlay Zone—Type B to properties abutting the Canal Influence area to facilitate acquisition of canal right-of-way and conformance with design standards	●			City Council	Reimbursable	Figure 13
Increase sign code enforcement and require projects to follow the development and urban design guidelines of this element		●	●	Planning Department	City, Reimbursable	Development Criteria and Urban Design Guidelines pp. 72-74

SPECIFIC RECOMMENDATIONS

A. Light Industrial

The application of the light industrial land use designation in the Kurtz Street area and the Pacific Highway area between Washington and Witherby will provide for the continued operation of industrial use. Apply the Manufacturing-Small Industry (M-SI) Zone to restrict inappropriate commercial uses and ensure the retention of this area for industrial uses.

B. Industrial Park

Should the Air Force relocate and/or sell the Plant 19 site and/or the adjacent parking/storage area, the Industrial Park land use designation is intended to provide development criteria for redevelopment of these large lot parcels which are highly visible from two major entranceways into the City. Rezone these sites from Midway Planned District, the Industrial (M-I), and the General Commercial (C) Zones to the Manufacturing-Industrial Park (M-IP) Zone.

In anticipation of future re-use, the single-user regional post office facility should also be rezoned to the M-IP Zone.

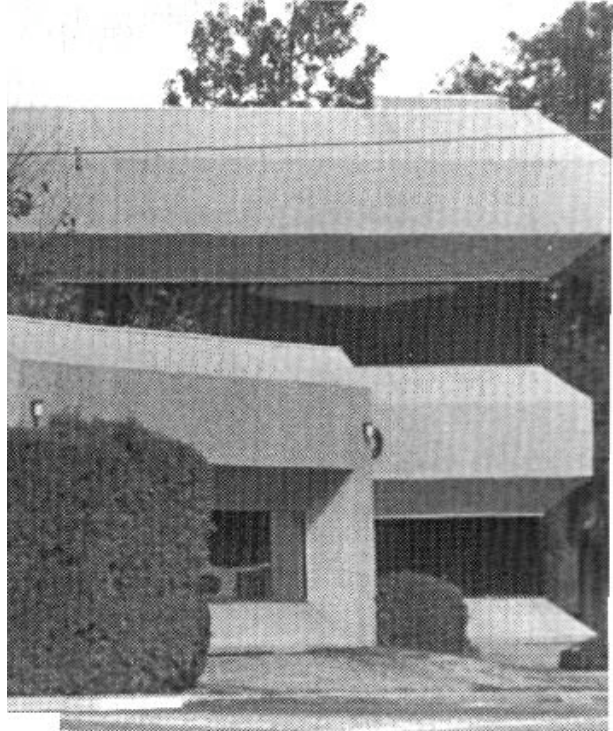
Development Criteria

1. Require adequate off-street parking and loading facilities to serve all industrial activities.
2. The underground installation of overhead utility lines should be implemented in a timely and coordinated manner.
3. In the event that industrial relocations occur, all designated historic sites should be rehabilitated for reuse under a discretionary review process.
4. Utilize the City's Transportation Demand Management (TDM) program to consider a parking reduction for those projects which provide and maintain transit transportation incentives for employees, i.e., bus or trolley transit subsidy; company sponsored car-pooling programs; staggered work hours; and/or similar programs.
5. Consolidate curb cuts as properties redevelop, as recommended in the **Circulation Element** of this Plan.

Urban Design Guidelines

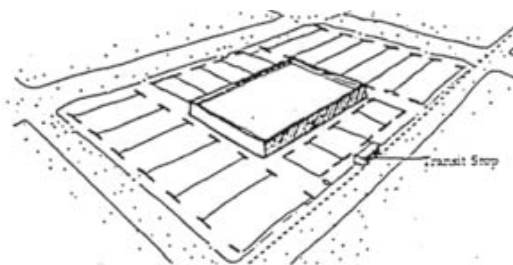
1. Articulate and vary the height of facades on industrial buildings, and provide transitions in scale. Building colors should be light earth tones, pastels, white, or cool gray. Exceptionally bright colors should be avoided as they often create cluttered, harsh, and inharmonious environments and tend to fade exceptionally fast, resulting in unattractive hues.

Decorative graphics may be used to enhance certain buildings by breaking up long expanses of wall surface—provided that specific products are not advertised.

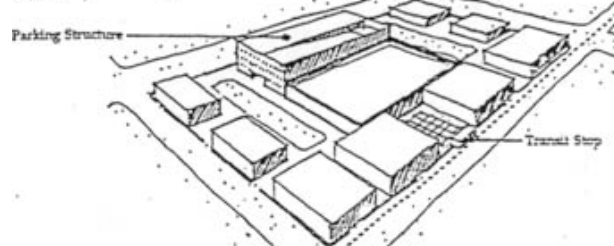


- C. Incorporate pedestrian sidewalks and access ways, bikeways, trolley stations, and auto circulation considerations into the design of the project, thereby establishing physical linkages between project and community circulation systems.
- D. Parking areas should be located toward the rear half of the lot, between buildings, in structures, or placed underground if feasible.
- E. If the proposed industrial use is located at an existing bus stop, a well-lit bench or bus shelter should be provided for public use and the design of the structure should facilitate the use of public transportation.
- F. Incorporate bicycle storage facilities and an appropriately sized employee recreational area into the design of each project.
- G. All commercial and industrial projects should provide sufficient landscaping as required by the citywide Landscape Ordinance. Street trees placed in parkways, sidewalk grates or planter boxes are encouraged. If the citywide landscaping and/or parking standards are infeasible, then the project should be developed through a discretionary review process in order to employ alternative means for achieving site design standards.

Before:



After:



7. Storage yards, parking areas and outdoor assemblage areas which are visible from the public right-of-way should be screened. Solid walls or facades should be broken up with recesses and visually softened by landscaping. If feasible, landscaped areas should be placed between the fence and the sidewalk.



8. All rooftop appurtenances and mechanical equipment which are visible from the public right-of-way and other public places should be treated as architectural design elements and/or visually screened. Prohibit rooftop storage.
9. All sign plans must meet the following guidelines and standards:
 - a. Limit colors and typefaces to two.
 - b. Freeway-facing wall signs shall be flush with the building facade.
 - c. Utilize monument signs rather than pole signs.
 - d. Total amount of signage shall not exceed the citywide Sign Ordinance.

MULTIPLE USE

POLICY

Promote a variety of uses along the alignment of the bay-to-bay connection which would be compatible with the proposed development of a canal, promote redevelopment and revitalization of the area, and support the activities of the SPAWAR redevelopment at the Navy's Old Town Campus (former Plant 19 site). Appropriate uses include retail and visitor-serving commercial uses, offices, multifamily residential and limited research and development uses. As a general guideline, with the exception of the Sports Arena site, no single type of use should represent more than 50 percent of the total available square footage of the area designated for multiple use.

FURTHER

- Process and evaluate multiple use projects through a discretionary process, such as a site development permit or Planned Commercial Development Permit to ensure implementation of the policies and recommendations of this plan.
- Develop comprehensively planned projects which provide a mixture of revenue producing uses.
- Ensure functional and physical integration of the various uses within the multi-use project and between adjacent uses or projects, as well as to the canal influence area.
- Encourage uses within a multiple use project to create a 24-hour cycle of activity.
- Require pedestrian- and transit-oriented features in multiple use projects to improve pedestrian safety, access and ease of circulation of the canal/open space area and throughout the community.
- Unify the streetscape in the community and strengthen the visual connections to and along the canal, utilizing landscaping and other streetscape features along the public rights-of way as indicated in the streetscape recommendations of this Plan.
- Promote mixed-use projects consisting of residential and commercial development in multiple use areas which are not in conflict with the General Plan and SANDAG noise compatibility standards.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Apply commercial zoning as described in the Specific Recommendations of this element and as shown on Figure 12	●			City Council	N/A	Specific Recommendation A, Figure 12
Apply the Community Plan Implementation Overlay Zone—Type B to properties abutting the Canal Influence area to facilitate acquisition of canal right-of-way and conformance with design standards	●			City Council	Reimbursable	Specific Recommendation B, Figure 13

SPECIFIC RECOMMENDATIONS

- A. Apply commercial zoning that allows a mix of community-serving commercial uses and residential uses which will accommodate development with a pedestrian orientation.
- B. Apply the CPIOZ to properties adjacent to the canal influence area to implement the supplemental development regulations identified in this Plan.

INSTITUTIONAL LAND USE

POLICY

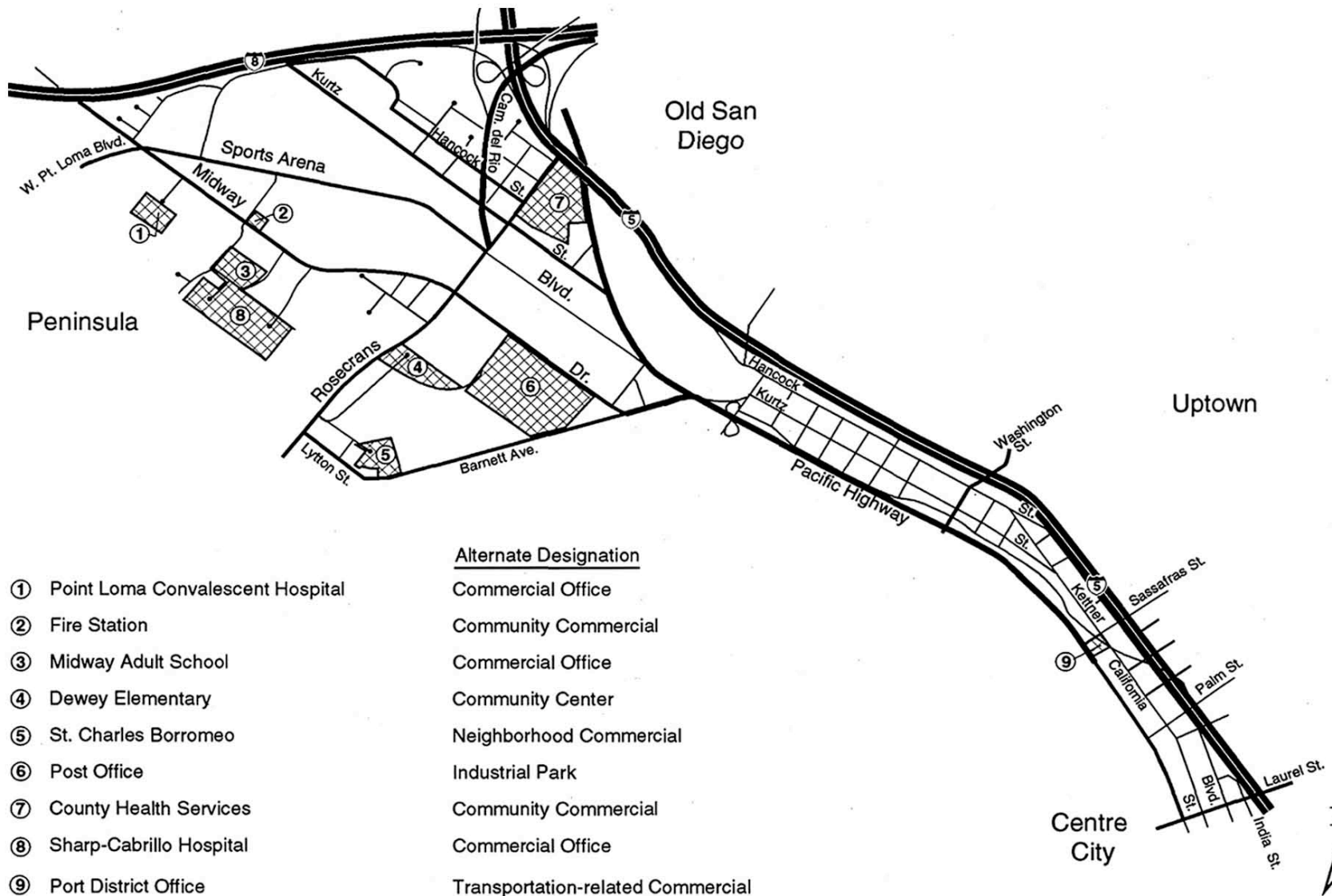
Provide for the continued operation of institutional uses and ensure that new uses on previously designated institutional sites will be compatible with the surrounding neighborhood.

FURTHER

- Ensure that the community will have ample opportunity to guide long-term uses of publicly owned community serving facilities.
- Designate alternative land uses for existing institutional sites in the event that relocations occur.
- Provide institutional facilities with suggested methods of achieving visual and physical compatibility with the surrounding community.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Require Planned Development projects to follow the development and urban design guidelines of this element		●	●	Planning Department	Reimbursable	Development Criteria and Urban Design Guidelines pp. 81-82



Institutional Land Use Designations
Midway/Pacific Highway Corridor Community Plan

16
 FIGURE

SPECIFIC RECOMMENDATIONS

In 1987, the Institutional Overlay Zone was adopted by the City Council for the expressed purpose of ensuring that publicly owned facilities are preserved and enhanced until an alternative long-term use is determined, as appropriate, through a General Plan and/or community plan amendment and a rezone.

The institutional land use designation and the following recommendations apply to each of the institutional sites listed below:

A. Point Loma Convalescent Hospital

Should the hospital relocate, the site should be used for residential development at a maximum of 29 dwelling units per net acre, if noise levels are reduced to a compatible level. If compatible levels are not achieved, the site should be developed with commercial offices. Retain the Single-family Residential R1-5000 Zone on the property until relocation occurs. Any future rezone or redevelopment of the property should include a discretionary permit to address noise, parking, and landscaping considerations. The steep slope located between this site and the Loma Towers residential complex, on Marquette Place in the Peninsula community, should be revegetated to prevent erosion.

B. Fire Station No. 20

Should the Fire Station relocate, this site may be an appropriate location for a community center. Apply the Institutional Overlay Zone and rezone the site, along with the adjacent properties, from Commercial (C) and Industrial (MI-A) to the Area Shopping Center (CA) Zone which will provide adequate development standards in the future. Future rehabilitation of the fire station should include additional landscaping and street trees as provided in the **Urban Design Element** of this Plan.

C. Midway Continuing Education Center

The site should continue to be used for educational purposes. If the center should relocate, however, the site should be used for commercial office use. Rezone this site from the Residential R-3000 and R1-5000 Zones to Commercial Office (CO).

Existing buildings at the Midway Continuing Education Center are dilapidated and unable to meet the educational needs of the community. Due to the lack of public funds for the construction of new centers, the San Diego Community College District has sought to lease a portion of the site to a grocery store in order to finance construction of a new 50,000-square-foot education facility. This use, on an interim basis, shall be permitted as authorized by the Planned Commercial Development Permit for the project. Permanent reuse of the property, should the education center relocate, shall continue to be restricted to commercial office.

Any change in the grocery store use, other than the reversion to educational use, will require further discretionary action including an amendment to the Plan and/or an amendment to the Planned Commercial Development Permit. The retail signage shall be limited to the three wall signs that are proposed with the possible exception of an additional monument sign on Kemper Street in conformance with the City's sign ordinance.

Any rehabilitation or redevelopment of the site should also include retention of the existing large canopied trees where possible, and the placement of additional landscaping along the perimeter of the site along Kemper Street.

D. Dewey Elementary School

If the school relocates, this site should be considered for use as a community center and/or recreational facility. The development of a community center or recreational facility should include workshops with neighborhood residents to determine appropriate use and development of the facility. Until redevelopment occurs, the site should remain in the R-3000 Zone. Rezone the portion of the site along Rosecrans Street from RI-5000 to R-3000, to match the existing zoning on the remainder of the site. If development of a community center and/or recreational use is infeasible, the site should include public open space and be developed through the discretionary review process. If existing noise levels decrease to a compatible level, residential development may become appropriate at some time in the site and should include a landscaped buffer between this site and the surrounding residential development. A pedestrian accessway through or along the perimeter of the site from the Gateway Housing residential development to Rosecrans Street should also be provided.

E. St. Charles Borromeo Church, Convent, and Academy

In the event that the school and church relocate, this site should be used for neighborhood commercial use. Residential development on this site may not be compatible due to excessive noise levels. The Neighborhood Commercial designation is recommended as the alternate designation to ensure that any redevelopment or rehabilitation will be compatible with the adjacent residential development. Rezone the portion of the site zoned C to CN. Any future rezoning of the area currently zoned R-3000 to CN should be accompanied by a Planned Commercial Development Permit.

F. The U.S. Post Office

The post office currently occupies the center portion of this 27-acre parcel, with a small surface parking lot on the southern end and a larger parking lot along with truck storage on the north portion of the site. The bay-to-bay canal may traverse the northern parking lot of this parcel. Should this occur, development of structured parking would probably be needed to serve the facility. In the event of the relocation of the post office, this site should be developed with research and development/office uses sited along the canal with an industrial park designation as the alternative designation to institutional use. Further development of the post office site should include a landscaped buffer such as a berm or landscaped wall along the full length of the southeastern property line, adjacent to the existing military housing. Parking areas should be screened by landscaping and the existing street light and tree theme should be continued in future rehabilitation plans.

Pedestrian and auto circulation considerations should be incorporated into development plans, and public bus shelters should be located at each bus stop adjacent to the site. Mitigation of additional traffic associated with any expansion should be provided and may include the location of a traffic light on Barnett Avenue.

G. County Health Services Complex

Rezone this site from the CA Zone to a commercial office zone, which allows for commercial office uses and apartments and provides adequate commercial development standards. Should the County Department of Health relocate, development of the site should be consistent with the Office Commercial designation.

H. Sharp Cabrillo Hospital

Rezone the portions of this site zoned R-1000 to CO. Should the hospital relocate, the site should be used for commercial office or residential development at a maximum of 29 dwelling units per net acre. Any future development of the portion of this site which abuts Shadowlawn Street should be compatible with the scale and character of the surrounding residential development.

I. The San Diego Unified Port District Office Building

Designate this site for transportation-related commercial, consistent with the surrounding properties. Rezone the site, along with the adjacent area, from the Industrial M-1 Zone to the Commercial C-1 Zone which, with other controls, will improve landscaping throughout the area and provide adequate commercial development criteria for airport-related land use activities.

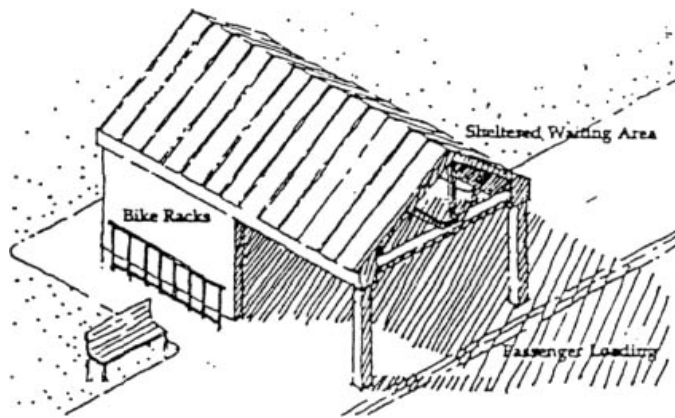
In order to have a positive and complimentary effect upon the community, institutional uses should comply with the provisions of the following sections of this element.

Development Criteria

1. Institutional uses should provide adequate parking for current, as well as future needs.
2. All facilities located in areas which exceed the 65 Community Noise Equivalent Level should mitigate noise to an appropriate level as provided for in the General Plan and in the San Diego Association of Governments Airport Noise/Land Use Compatibility Matrix.
3. Institutional uses should examine existing, as well as predicted increases in, traffic and pedestrian circulation and should provide physical and operational improvements to the community circulation system and/or other transit programs which will reduce vehicular congestion and promote public and employee access.
4. A parking reduction should be considered for large institutional uses which provide and maintain a mass transit transportation incentive program for employees, i.e., bus or trolley subsidy, company-sponsored carpooling, and/or similar program.

Urban Design Guidelines

1. Stagger building forms to create usable outdoor spaces as well as visual interest. Flat facades should be broken up with recesses in order to give the building depth and rhythm.
2. Screen parking areas that are visible from the public right-of-way, and/or place underground or in structures if feasible. Screening methods may include the use of landscaping, decorative fences, textured or landscaped walls, and/or other attractive methods of screening. In order to screen parking areas and soften the visual effect of heavy facades, all parking structures should incorporate landscaping on the edges of each deck level: vines, trees and shrubbery are recommended.
3. In order to ensure future compatibility, provide needed public urban space, and help beautify the community, incorporate public open space such as urban plazas, benches, fountains, pedestrian concourses and parkways into the design of institutional facilities.
4. In an effort to reduce traffic congestion and automobile trips, institutional uses should incorporate bicycle storage facilities and an employee recreational area with amenities such as tables, cafeteria, jogging trail or pedestrian parkway concourse. Site and design buildings to invite access to public transportation.
5. If located near existing bus stops, provide bus shelters and/or benches for public use.



RESIDENTIAL LAND USE

POLICY

Provide a variety of housing opportunities for persons of all ages and income levels, and retain and enhance the physical conditions of existing neighborhoods through rehabilitation and/or redevelopment.

FURTHER

- Preserve and upgrade existing residential areas which have developed at medium and medium-high densities.
- Promote the availability of low- and moderate-income housing units within market rate residential projects.
- Promote the development of housing which will help meet the special needs of people such as the elderly, the handicapped, those requiring nursing care needs, low-income persons and the homeless.
- Increase home ownership opportunities.
- Discourage the continuation of isolated single-family residential uses in the midst of commercial and industrial areas.
- Minimize negative impacts resulting from more intensive land use activities.
- Limit the intensity of residential development in those areas subject to high community noise levels.
- Require new residential projects to provide adequate recreational opportunities for residents.

ACTION PLAN

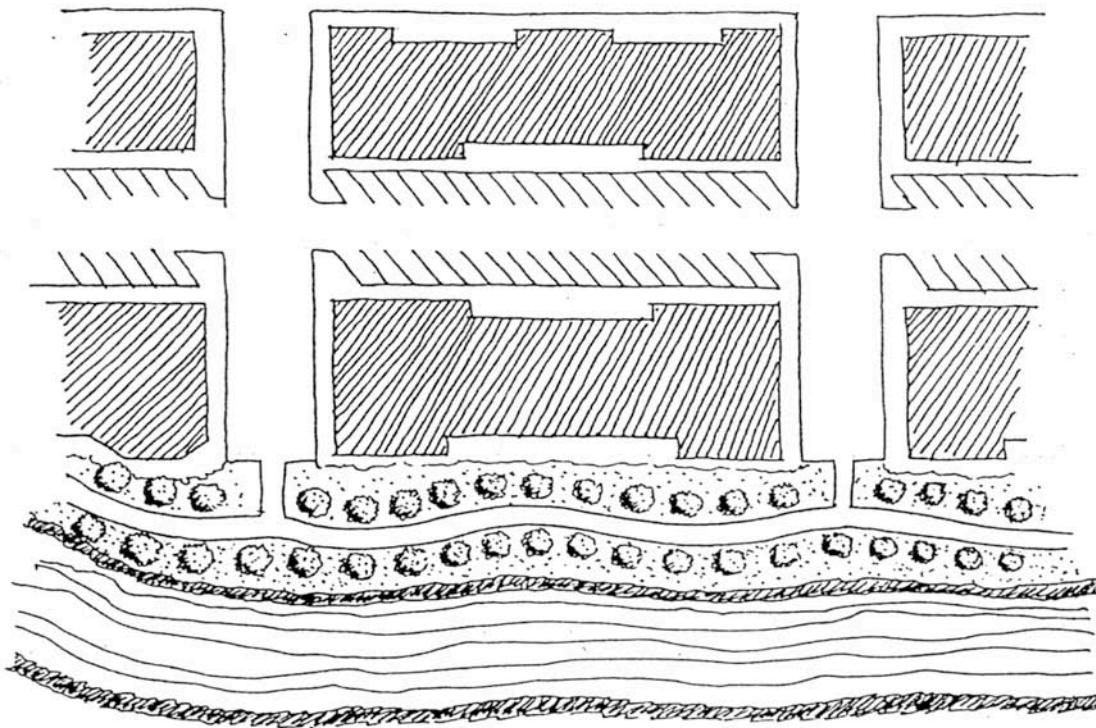
Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Apply residential zoning as described in the Specific Recommendations of this element and as shown on Figure 12	●			City Council	N/A	Specific Recommendations A-K, Figure 13
Apply the Community Plan Implementation Overlay Zone—Type B to properties abutting the Canal Influence area to facilitate acquisition of canal right-of-way and conformance with design standards	●			City Council	Reimbursable	Development Standards
Use City's residential density bonus programs and federal (HUD) subsidy programs to develop elderly housing and low and moderate-income housing		●	●	Planning Department, Housing Commission, HUD and Private Action	Housing Commission, HUD, CDBG and Private	
Require Planned Residential Developments to follow development and urban design guidelines of this element		●	●	Planning Department	Reimbursable	Development Criteria and Urban Design Guidelines pp. 92-93

SPECIFIC RECOMMENDATIONS

Residential construction in the community is affected by noise levels from Lindbergh Field, with residential uses generally considered incompatible with Community Noise Equivalent Levels exceeding 65 decibels, due to the high cost of construction to mitigate noise impacts. Noise generated from traffic on major streets is also a limiting factor which will likely require additional attenuation. Airport noise contours have shrunk considerably over the last ten years due to the production of quieter aircraft, making noise attenuation more feasible in parts of the community. New residential development will bring additional vitality to the area.



Character Sketch



Development Pattern for Multiple Use
Retail, Entertainment and Hotel uses

In general, it is recommended that the residential areas be zoned as recommended below and indicated in **Figure 17**, so as not to conflict with the standards and criteria for review of projects in the Lindbergh Field Airport Influence area, established by the San Diego Association of Governments.

A. Medium-Density

Rezone areas designated for medium-density residential use to a multifamily residential zone which permits a maximum of 29 dwelling units per net residential area.

Rezone the **Orchard Apartment** area from Commercial (C-1) to R-1500. Although the Orchard Apartment complex has a higher density as a senior housing project, the base density of the C-1 Zone currently applied to the property is 29 units to an acre.

Rezone the Gateway Village complex to multifamily residential zone which permits a maximum of 29 dwelling units per net residential acre, to allow for a medium-density residential project to be built adjacent to the future canal.

Apply a medium-density designation to the Sports Arena site, including surrounding City-owned land (approximately 69 acres total), to provide for a residential community to be built following eventual relocation of the Sports Arena. Designation of the properties to the north of the Sports Arena site and the three privately-owned Sports Arena outparcels (approximately three acres) for residential use should be re-evaluated upon redevelopment of the Sports Arena site and in consideration of the pending Lindbergh Field Master Plan. Also apply the CPIOZ—Type B to ensure that the property is redeveloped as an exemplary, comprehensive project that provides quality residential development which conforms to the design recommendations of this community plan. Application of CPIOZ—Type B will also facilitate the dedication of the necessary right-of-way and comprehensive review of overall site design to accommodate: (1) the bay-to-bay canal; (2) a school site in accordance with standards of the San Diego Unified School District; and (3) the integration of ancillary neighborhood commercial development, either as vertical mixed-used consisting of up to 100,000 commercial square feet, or as one or two neighborhood commercial centers encompassing up to three acres, as needed to support the residential development.

As part of the comprehensive redevelopment process described above, and concurrent with approval of any development project(s), the Sports Arena site and all surrounding residentially designated properties should be rezoned to a multifamily residential zone which permits a maximum of 29 dwelling units per net residential acre.

B. Medium-High Density

Apply a multifamily residential zone which permits a maximum of 43 dwelling units per net residential acre to areas designated as suitable for medium-high density. Designate the following areas for medium-high density residential use:

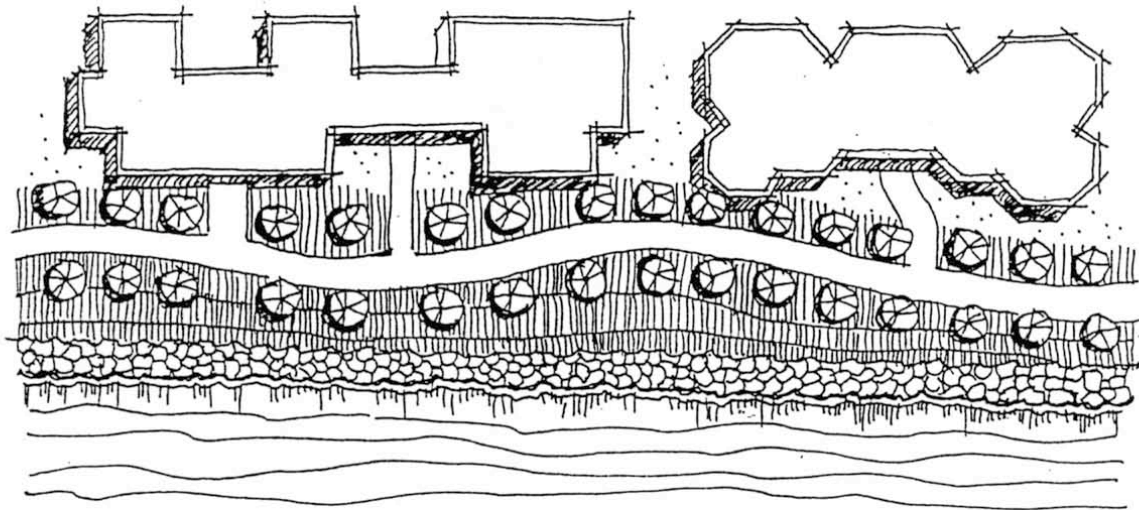
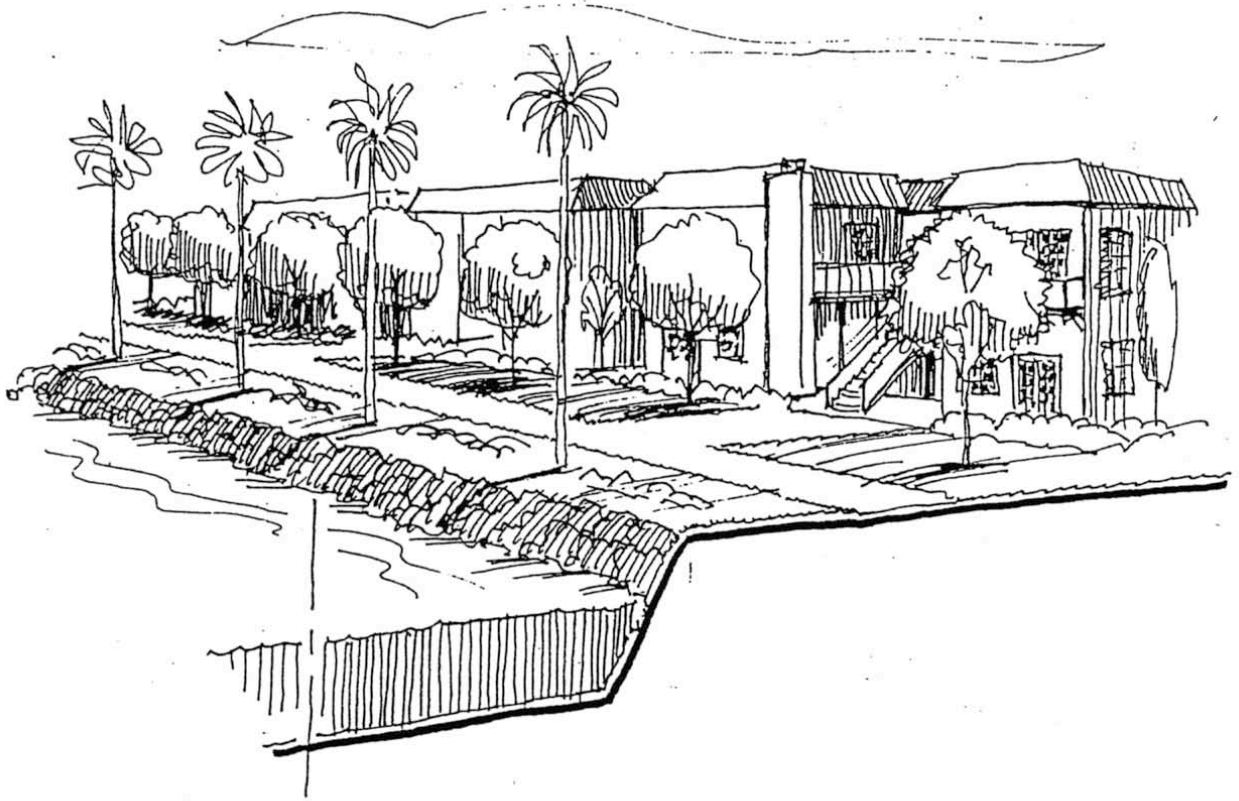
The Cauby Street area is currently zoned R-400 and R-1000. The properties in this area are developed at or close to the maximum allowable density within the R-1000 Zone.

Retain the R-1000 Zone and medium-high designation of the **Kemper Court** area.

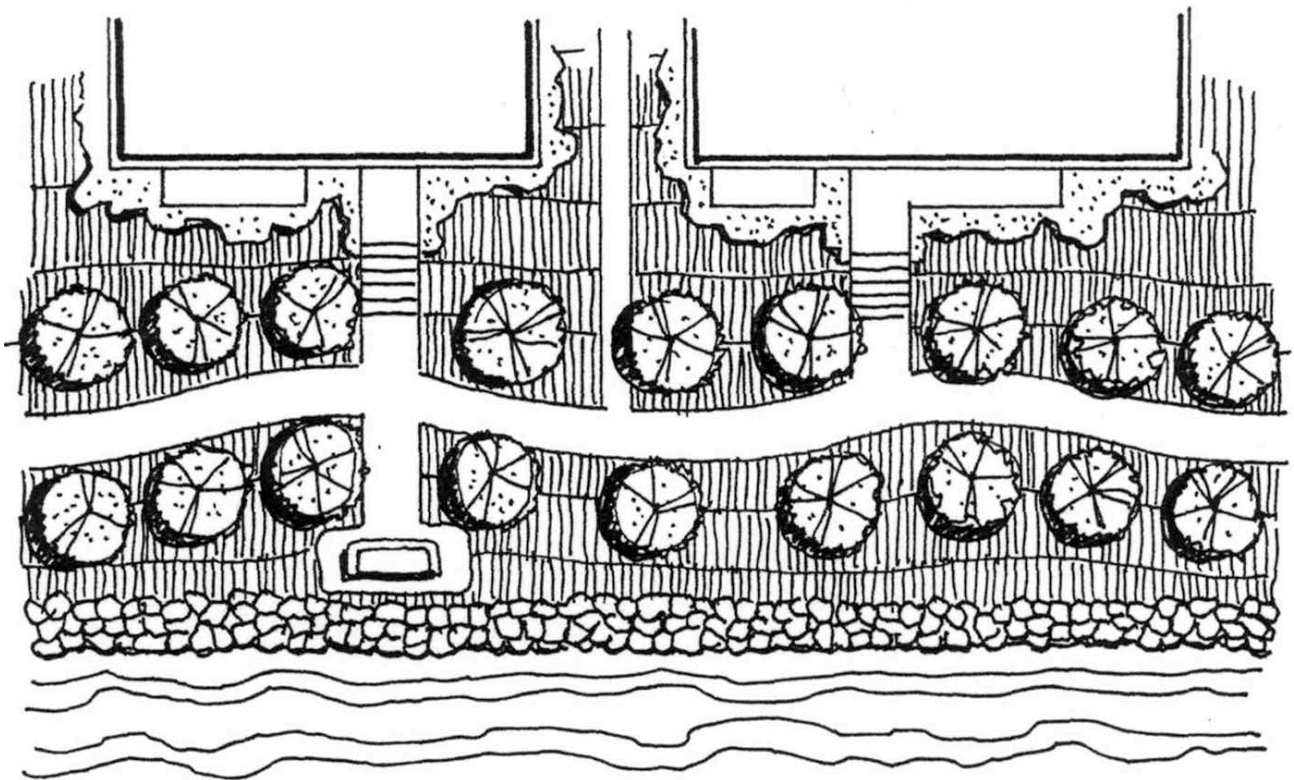
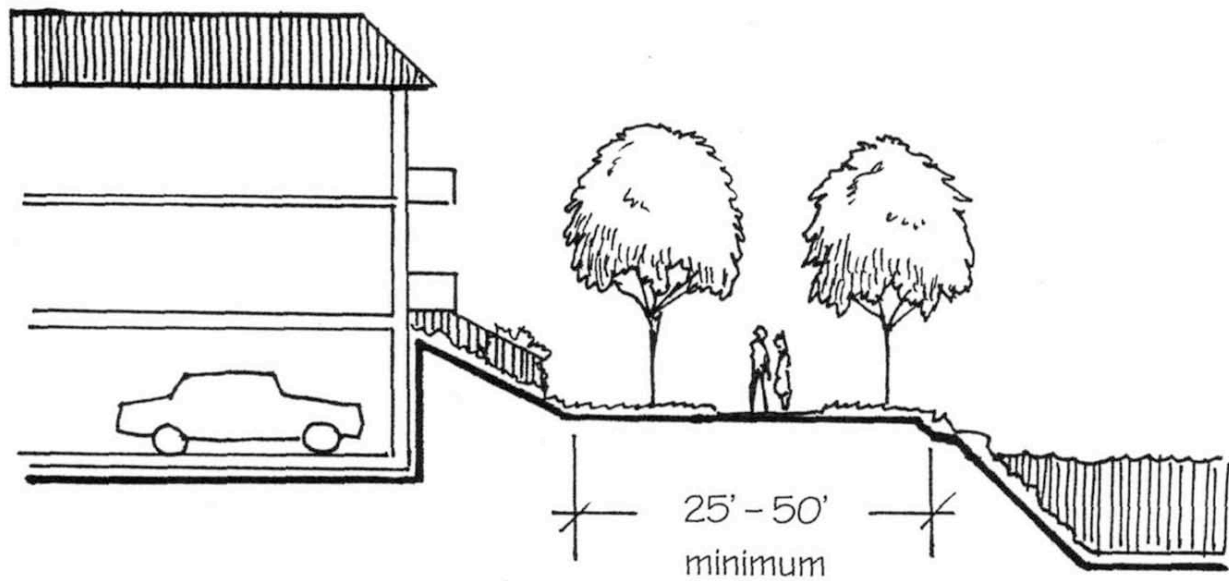
This element also establishes development guidelines for any new residential development, the rehabilitation of existing structures, and the possible development of mixed-use projects. The following guidelines have been developed with special emphasis on the aesthetic and functional qualities of individual projects. Improvement in the quality of individual residential projects will promote a desirable living environment for residents and contribute to the overall improvement of the community.

ACTION PLAN

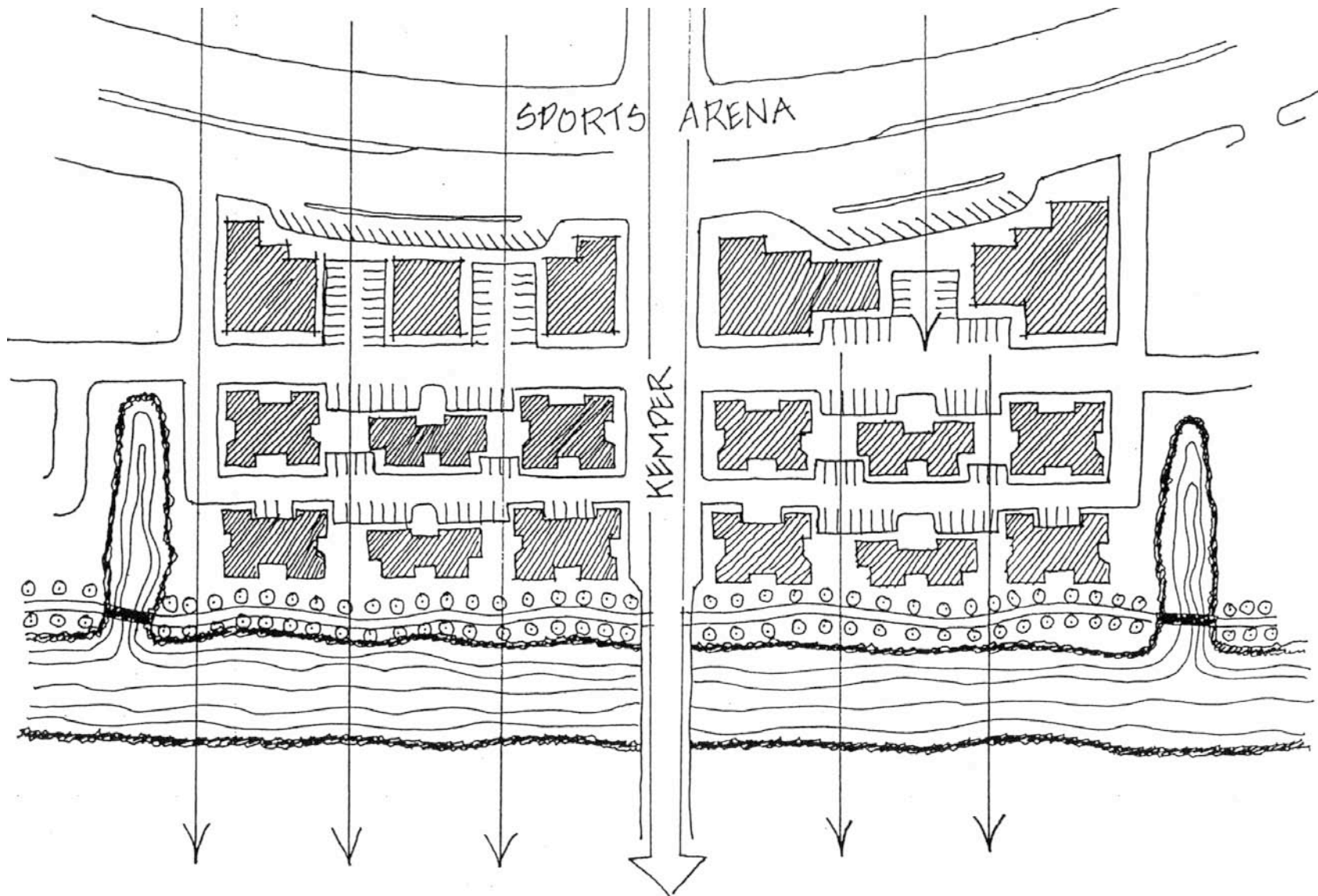
Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Conduct detailed engineering studies to evaluate alignment and specific dimensions of canal linking San Diego and Mission Bays		●		Various City Departments	City	Specific Recommendations/ Canal Alignment and Canal Design
Apply the Community Plan Implementation Overlay Zone—Type B to properties abutting the Canal Influence area to facilitate acquisition of canal right-of-way and conformance with design standards	●			City Council	Reimbursable	Development Standards, Figure 13



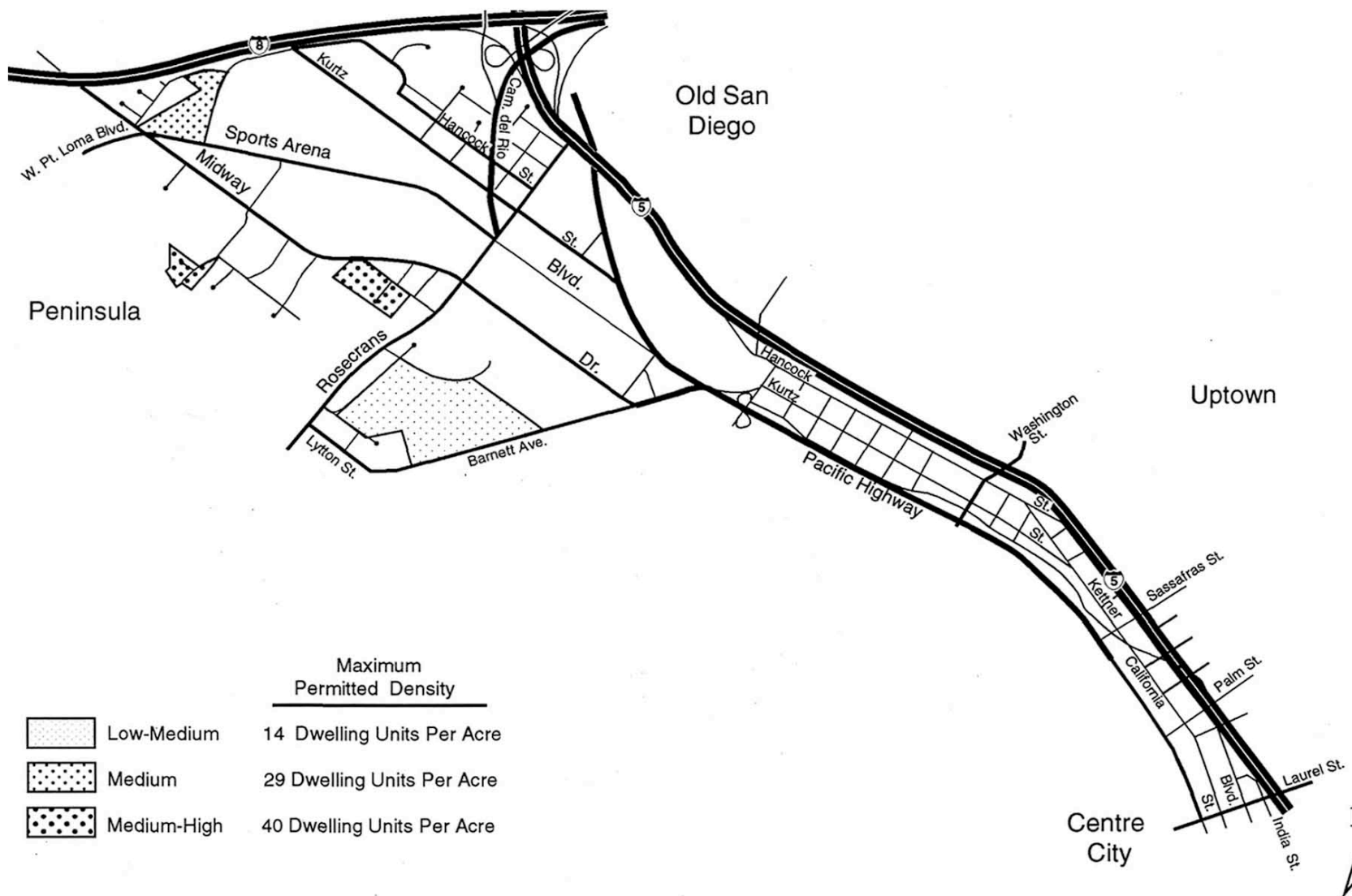
Medium density Multi-Family Residential design concepts
along canal, Sports Arena Site



High density Residential connection to canal model



Multi-Family Residential along canal
with view corridors



Residential Land Use Designations

Midway/Pacific Highway Corridor Community Plan

17

FIGURE

Development Criteria

- A. Rehabilitation of existing housing should be encouraged and accomplished through private and/or any available City, state, or federal subsidy programs.
- B. Promote pride of ownership and the spirit of neighborhood revitalization efforts by encouraging the development of cooperative housing projects, neighborhood associations and homeowner organizations.
- C. Maintain and repair existing rentals and owner occupied housing units through private efforts, as well as public programs administered through the Housing Commission, such as Community Development Block Grants and Housing and Urban Development Funds.
- D. Isolated substandard residential uses in heavy commercial and industrial areas should be redeveloped with appropriate uses as designated by this plan.
- E. Mixed-use commercial with residential development should be permitted to develop in commercial areas as specified in the **Commercial Element** of this Plan.

Urban Design Guidelines

1. Incorporate defensible space techniques into the design of multifamily projects by providing architectural detailing and individual unit features which will promote pride of ownership and delineate public, semiprivate and private space. The visual and spatial orientation of recreational and open space areas should be linked to specific residential units within the project.



Projects should provide adequate lighting in all areas, avoid hidden “pockets” within landscaped areas, and eliminate long, narrow hallways or passageways. Parking areas, pedestrian pathways and entrances should be well-marked and open to visual surveillance.

2. Provide recreational facilities specifically designed for the residents of the project, e.g., playgrounds, benches, pools, Jacuzzis, barbecue areas, passive recreational areas and recreational meeting rooms. Recreational design features should focus on the usability and functionality of the space provided, i.e., benches facing interesting street scenes for the elderly, secure play areas or tot lots in housing which accommodates families with young children, etc.

3. Discretionary permits should limit the amount of signage visible from the public right-of-way. Signs should readily identify the project, incorporate landscaping, and be architecturally integrated into the scale and style of the surrounding neighborhood.

4. Improve neighborhood streetscapes by preserving significant street trees and landscape patterns. If a street tree pattern does not exist, new trees should be located between the sidewalk and the curb.

5. Development of housing on and around the Sports Arena site should be designed around off-shoots or “finger” canals to maximize the amount of waterfront property and make the canal amenity available to many residents. The main channel should be designed as described in the bay-to-bay element (as a navigable link), but the off-shoots may be narrower and shallower. Dwelling unit types that are permitted in this area are townhouses, row houses, courtyard buildings and apartments. Buildings should orient to the streets or around central courtyards, with entrances on the street side and garages internal. Parking should be underground or structured. Parking lots, driveways and garage doors are not permitted along the canal. Pedestrian access to the canal should be frequent, convenient and well-defined. Streets shall be designed as numerous small facilities, rather than major streets and cul-de-sacs. A grid system should be designed, and all streets shall be public. Individual residential projects should incorporate private recreational facilities to serve the needs of residents.



CIRCULATION

Appropriate street design improvements, in concert with logical building placement, site access and rhythmic landscape patterns, can help to delineate and define circulation routes for vehicles, pedestrians and bicyclists. When properly developed, streetscapes can assist travelers in quickly developing a sense of orientation which enables them to make correct and efficient decisions about direction and mode of travel. Realignment and/or bridging of some streets, such as Camino del Rio West and Rosecrans, can be expected to accommodate the future canal, upon its implementation.

POLICY

Improve vehicular circulation and reduce traffic congestion, while promoting access, safety and ease of circulation throughout the community for autos, public transit, pedestrians and bicyclists.

FURTHER

- Actively promote and provide a variety of opportunities from which residents and visitors may choose a convenient and appropriate method of transport.
- Balance public roadway improvements for the automobile with improvements which will promote and simplify access for pedestrians, bicyclists and disabled persons.
- Link community circulation patterns with light rail transit, bus service and regional bicycle and freeway systems.
- Improve the visual qualities of the existing roadway system.

VEHICULAR CIRCULATION

POLICY

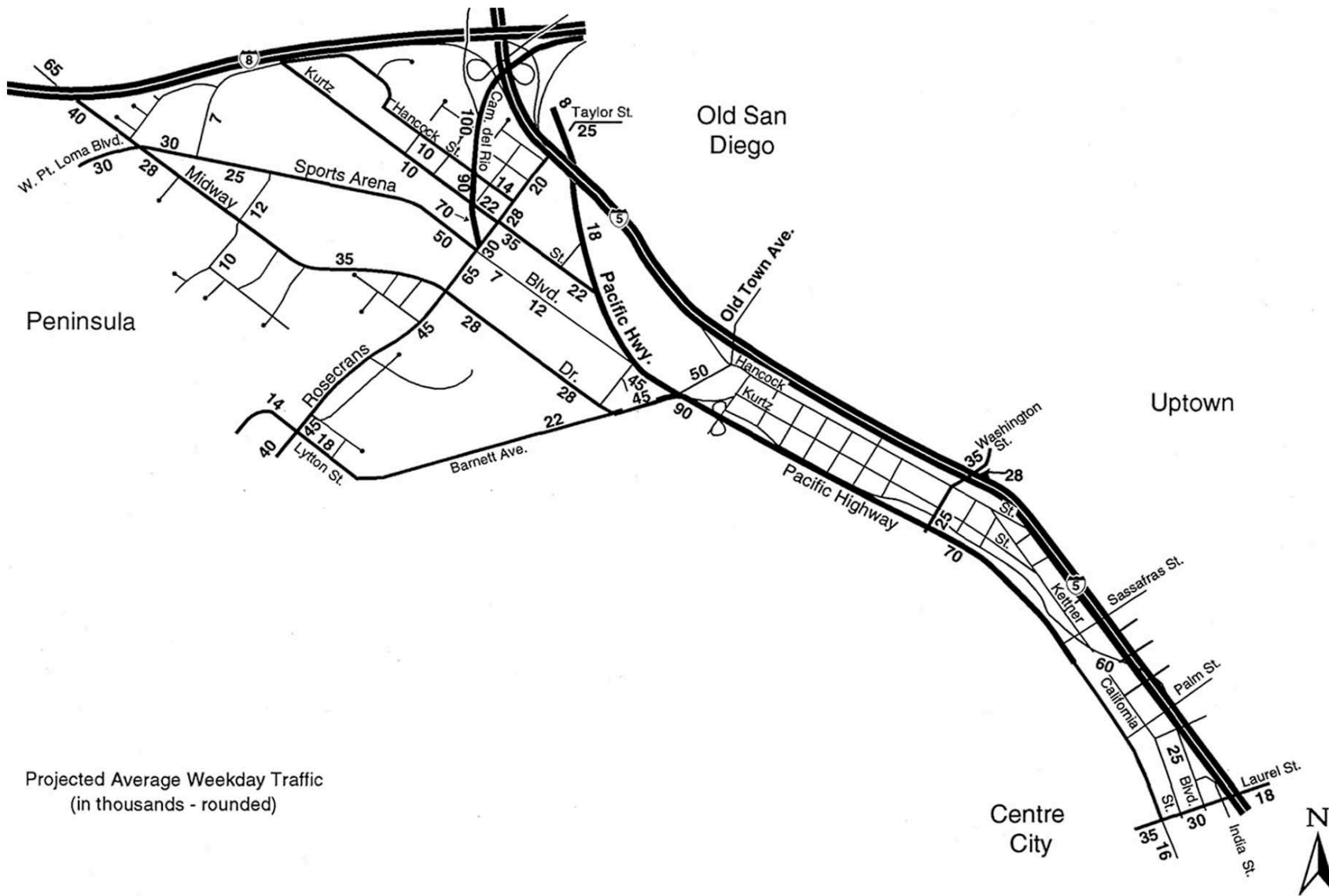
Pursue internal circulation improvements with an emphasis on regional transportation improvements and alternatives to transportation via the private automobile.

FURTHER

- Designate appropriate street classifications for all streets in this community.
- Provide physical and operational improvements to the circulation system—including signalization improvements, restriping and median modification—to assist in meeting the existing and projected vehicular circulation needs.
- Improve freeway access and pursue other alternatives to through traffic.

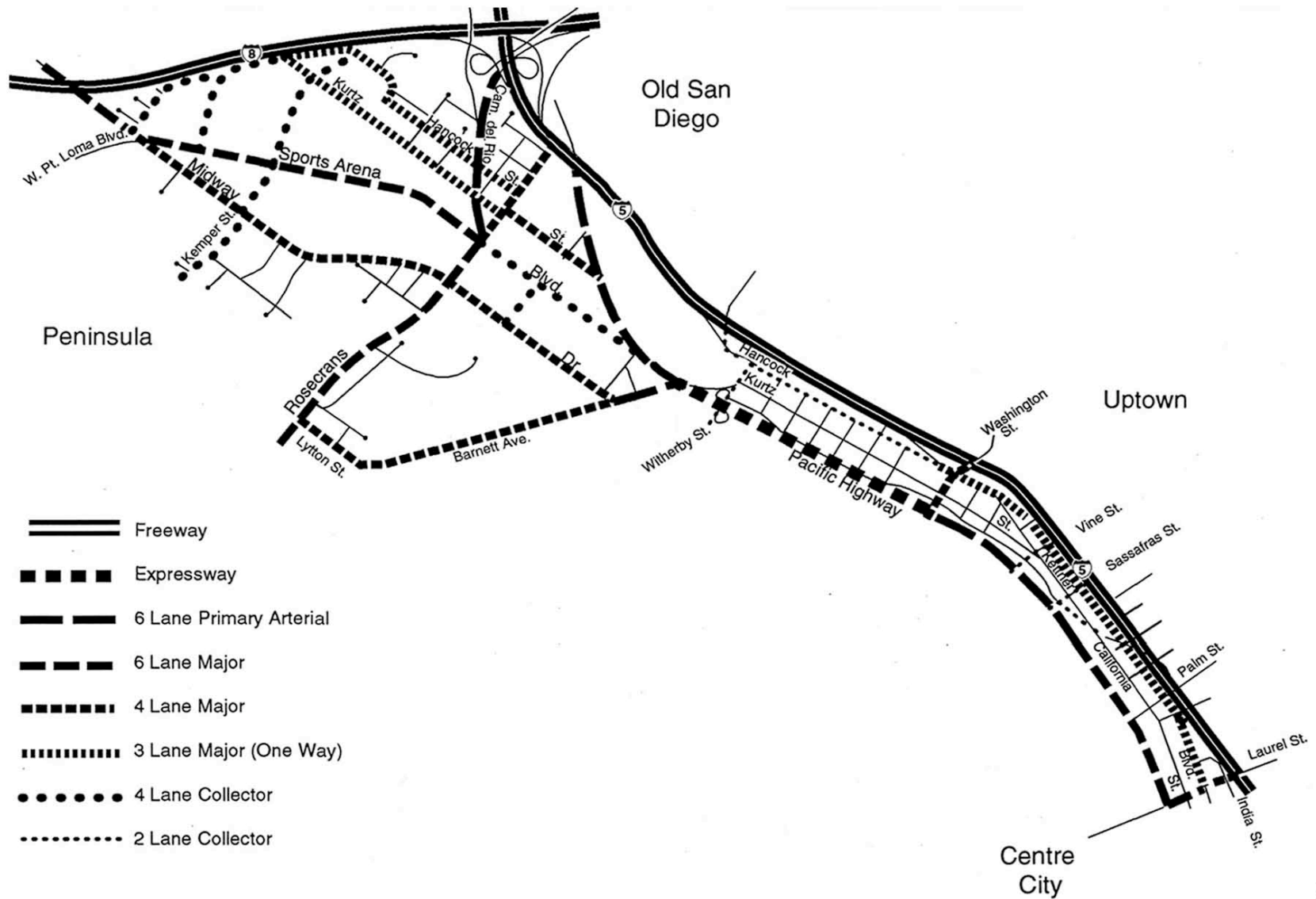
ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Provide the major regional improvements as recommended in this element of the Plan		●	●	City Manager, Engineering and Development Dept.	City, state, and federal Programs	Specific Recommendation B
Provide circulation improvements as recommended in this element of the Plan		●	●	City Manager, Engineering and Development Dept.	City, state and federal Programs	Specific Recommendations B & C
Develop a phasing and funding schedule of operational and roadway improvements	●			City Manager, Engineering and Development Dept.	City, Private Development	



Projected Weekday Traffic Volumes
Midway/Pacific Highway Corridor Community Plan

18
 FIGURE



Functional Street Classifications (Proposed)

Midway/Pacific Highway Corridor Community Plan

19

FIGURE

SPECIFIC RECOMMENDATIONS

It is anticipated that as auto congestion levels rise, pass-through traffic will logically divert to more convenient freeway routes as they become available. Access to and from areas in or near the community will be augmented with transportation options such as trolley, bus, bicycle and pedestrian walkways. The following recommendations have been developed to provide the Midway/Pacific Highway Corridor community with additional and viable transportation opportunities as properties redevelop.

- A. Consolidate and reduce the number of curb cuts to the absolute minimum necessary (preferably one per property), unless precluded for safety reasons, in order to improve traffic flow. Adjacent properties are encouraged to further consolidate driveways through shared access easements.

Design projects to avoid access from major streets where possible.

Consolidate lots where feasible to facilitate parking and on-site circulation improvements.

All projects should examine existing, as well as predicted increases in vehicular and pedestrian circulation, and should provide public improvements where necessary.

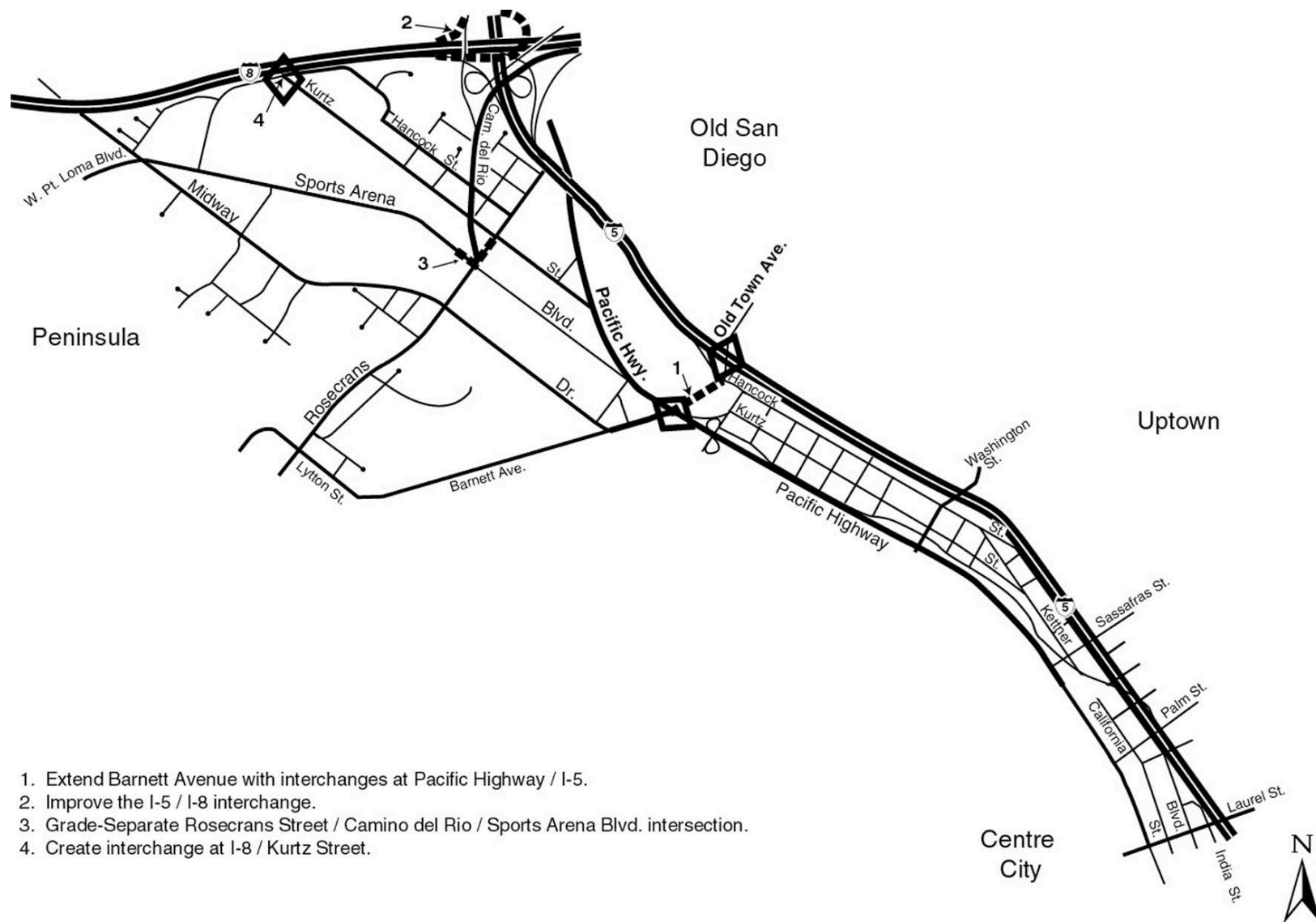
- B. The following street improvements are recommended and are shown in **Figures 20 through 23**:

Major Regional Improvements - Long Range (5-20 Years)

Extend **Barnett Avenue** to Old Town Avenue with full interchanges at Pacific Highway and I-5. Reconstruct the existing interchange to current standards, including the widening of Pacific Highway to six lanes at Barnett Avenue. This extension would open up a freeway access corridor at the southern boundary of the community. It would also make Pacific Highway more attractive as a gateway to Centre City.

Improve the **I-5/I-8 Interchange** by constructing ramps to provide the missing east-to-north and south-to-west moves. The construction of ramps will help to divert traffic from Ocean Beach and Point Loma around the Midway community. All the travelers with origins and destinations that are along the I-5 corridor north of I-8, and along the I-8 corridor west of I-5 will benefit from these new ramps.

Grade separate **Camino del Rio West** at the intersection of Rosecrans Street and Sports Arena Boulevard. As part of this intersection improvement, evaluate transportation alternatives with input from the community to eliminate the confusing five-point intersection. Prior to grade separation, improve the intersection by adding a southbound through lane. Also widen **Rosecrans Street** to add a shared northbound through lane along Rosecrans Street and westbound right turn lane to Sports Arena Boulevard (see **Figure 23**, No. 1). The grade separation in the form of a bridge or flyover shall only be made when needed to accommodate the canal improvements. In order to avoid the negative impacts that the grade separation could have on the community's character, construction should conform with the design guidelines provided in this element.



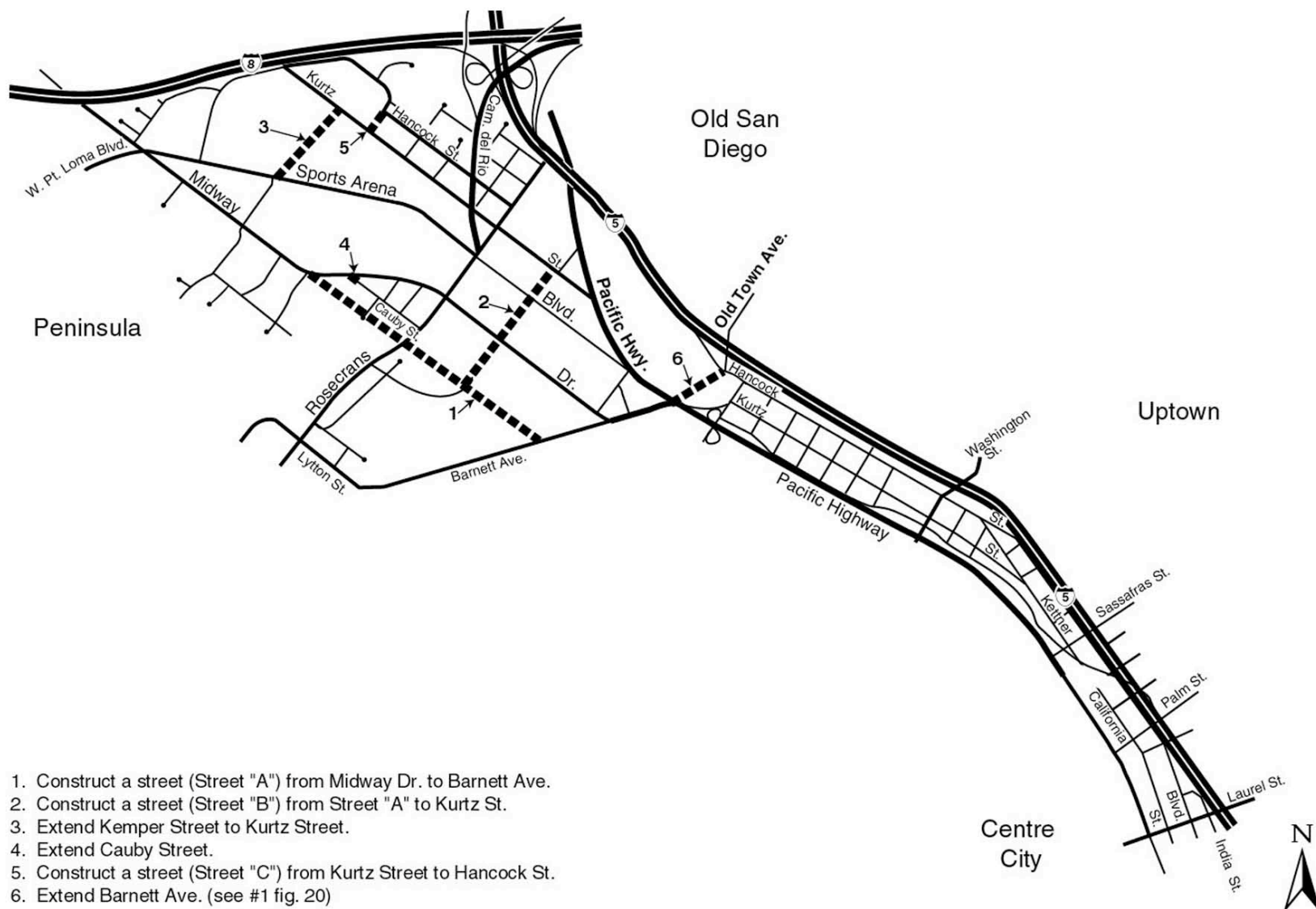
1. Extend Barnett Avenue with interchanges at Pacific Highway / I-5.
2. Improve the I-5 / I-8 interchange.
3. Grade-Separate Rosecrans Street / Camino del Rio / Sports Arena Blvd. intersection.
4. Create interchange at I-8 / Kurtz Street.



Locations of Major Improvements

Midway/Pacific Highway Corridor Community Plan

20
FIGURE



Proposed New Streets

Midway/Pacific Highway Corridor Community Plan

21
FIGURE

Work with CALTRANS to reevaluate the provision of an interchange at **Kurtz Street/Hancock Street/I-8** to improve access to the community. This long range improvement may also necessitate reclassifying and widening **Kurtz Street** to a four-lane major street.

New Streets –Long-Range

Construct a new four-lane collector street (Street “A”) from **Midway Drive to Barnett Avenue** north of Dewey Elementary and the Gateway Village Housing development which would functionally serve as a straightened extension of Midway Drive, and construct another new four lane collector street (Street “B”) between this Street and **Kurtz Street**, crossing Midway Drive and Sports Arena Boulevard, east of Rosecrans Street as property redevelops. Alignment options include extensions of Bagley Drive or Smith Street, or opposite the post office. Local circulation will improve as a result of these east-west and north-south access roads.

Construct a new four-lane street (Street “C”) from **Sports Arena Boulevard to Hancock Street** west of Sherman Street to improve circulation. Alignment options include an extension of Kemper Street or an improvement of Houston Street.

Extend **Cauby Street** to Midway Drive to improve local circulation.

Widen **Rosecrans Street** between Camino del Rio West and Lytton Street to eight lanes, as adjacent properties redevelop.

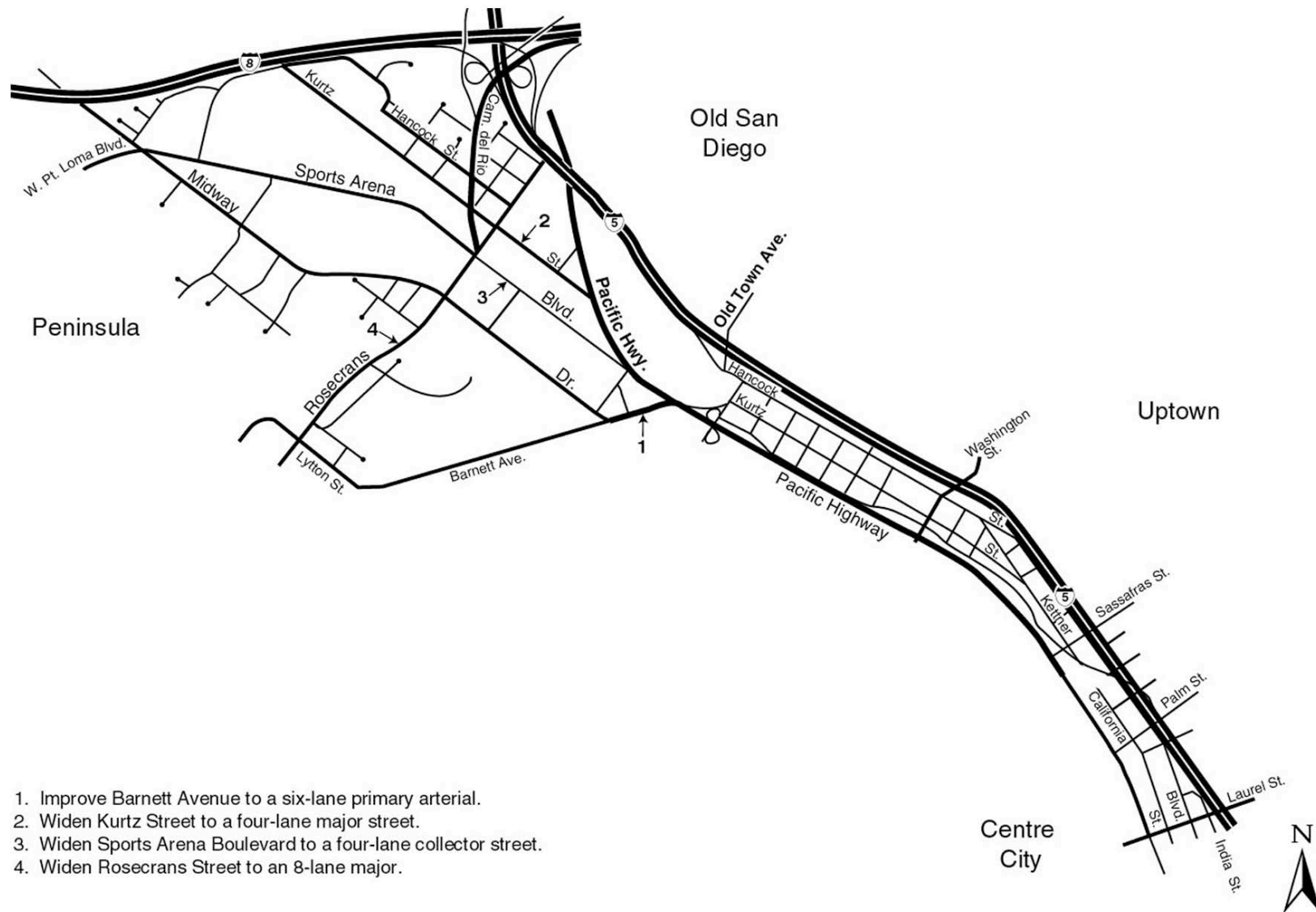
Extend **Kemper Street** to Hancock Street as a four-lane major if the Sports Arena site is redeveloped. The extension is required to provide better access to and from the Sports Arena site.

Street Widenings - Long Range

Improve **Barnett Avenue** to a six-lane primary arterial with Class II bike lanes from Midway Drive to Pacific Highway. The added capacity is needed to accommodate 50,000 forecasted average daily trips (ADT) if Barnett Avenue is extended to Old Town Avenue.

Widen **Kurtz Street** between Rosecrans Street and Pacific Highway to four-lane major street standards as adjacent properties redevelop. The widening is needed to accommodate the 22,000 to 35,000 ADT forecast for this segment of Kurtz Street.

Widen **Sports Arena Boulevard** to a four-lane collector, with Class II bike lanes between Rosecrans Street and Pacific Highway, as property redevelops. Modification of the intersections at both Rosecrans Street and Pacific Highway will be required. The eastbound traffic on Sports Arena Boulevard will be able to continue to travel eastbound through the intersection, thus improving the traffic circulation.



1. Improve Barnett Avenue to a six-lane primary arterial.
2. Widen Kurtz Street to a four-lane major street.
3. Widen Sports Arena Boulevard to a four-lane collector street.
4. Widen Rosecrans Street to an 8-lane major.



Street Widening

22

Midway/Pacific Highway Corridor Community Plan

FIGURE

Intersection Improvements –Long-Range

Widen the west leg of **Midway Drive** at the intersection with Rosecrans Street by adding an eastbound through lane. Widen the north leg of **Rosecrans Street** at Midway Drive to add one southbound to westbound right-turn lane, and widen the south leg to add one northbound through lane and one northbound to eastbound right-turn lane (see **Figure 23**, No. 2)

Widen the north leg of **Sports Arena Boulevard** at the intersection of West Point Loma Boulevard and Midway Drive to add one southbound to eastbound left-turn lane. Widen **Midway Drive** at this intersection to add two northbound through lanes to Sports Arena Boulevard and one northbound to westbound left-turn lane to West Point Loma Boulevard (see **Figure 23**, No. 3)

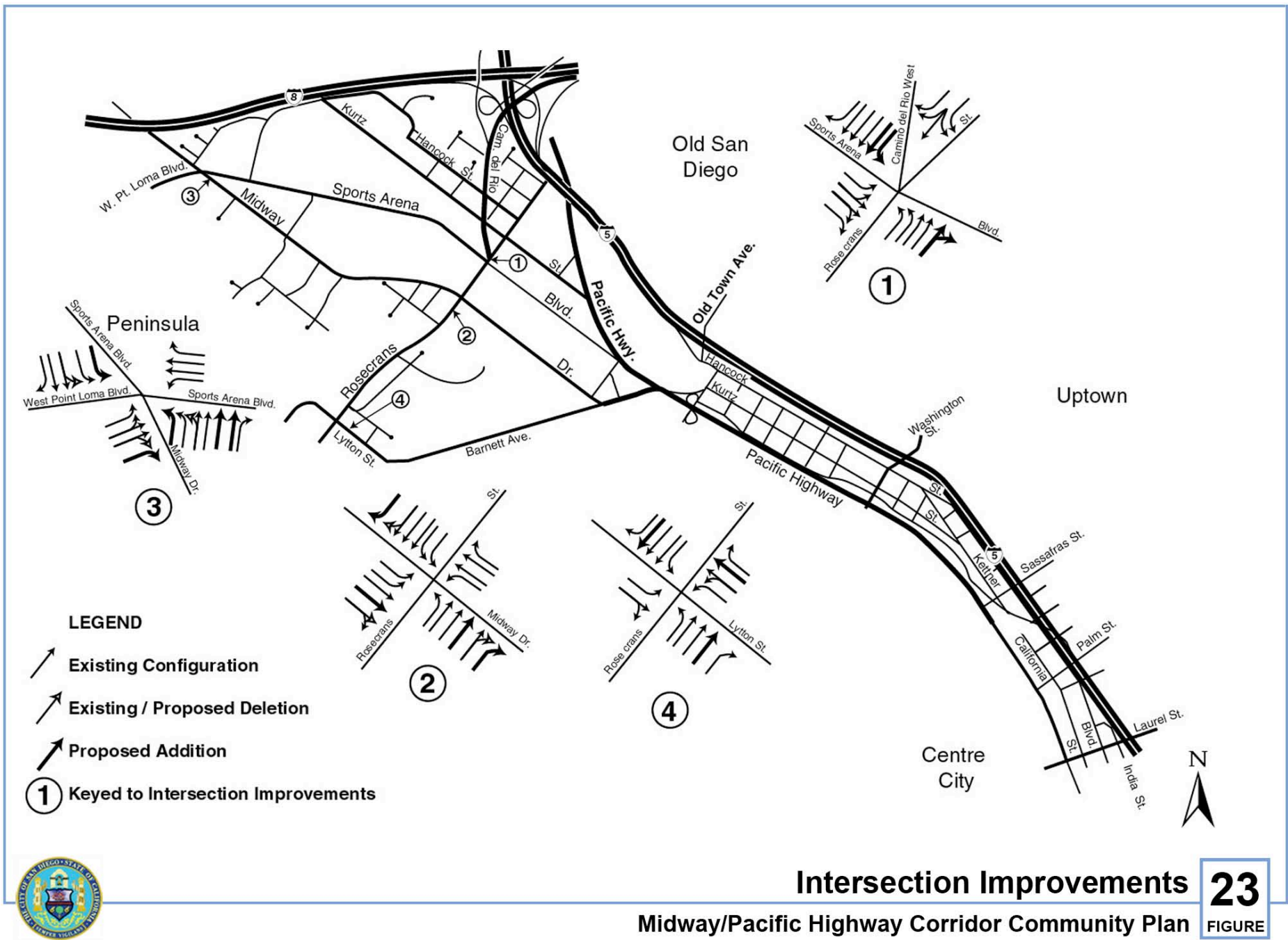
Widen **Rosecrans Street** at the intersection of Lytton Street to add one southbound through lane. Widen **Lytton Street** to add one westbound through lane (see **Figure 23**, No. 4).

Redesignate street classifications for portions of Rosecrans Street (between the I-5 overpass and Sports Arena Boulevard) and Pacific Highway (between Barnett and Washington Street) as shown in **Figure 20**.

Connect the entire area's traffic signals to the City's central Master Controller System. The Traffic Engineering Division should negotiate with Caltrans to share the responsibility for the traffic signals on State Route 209 (Rosecrans Street).

All new development should comply with the City's Mobility Program which encourages the use of alternative modes of transportation and design of projects to reduce travel requirements.

Caltrans should assist in community revitalization efforts by permitting landscaping within the public right-of-way per the streetscape design recommendations of this Plan. Caltrans should either provide landscaping in the median as part of the state Scenic Highway Program and/or permit private owners to install landscaping per the citywide Landscape Ordinance as a part of the redevelopment process.



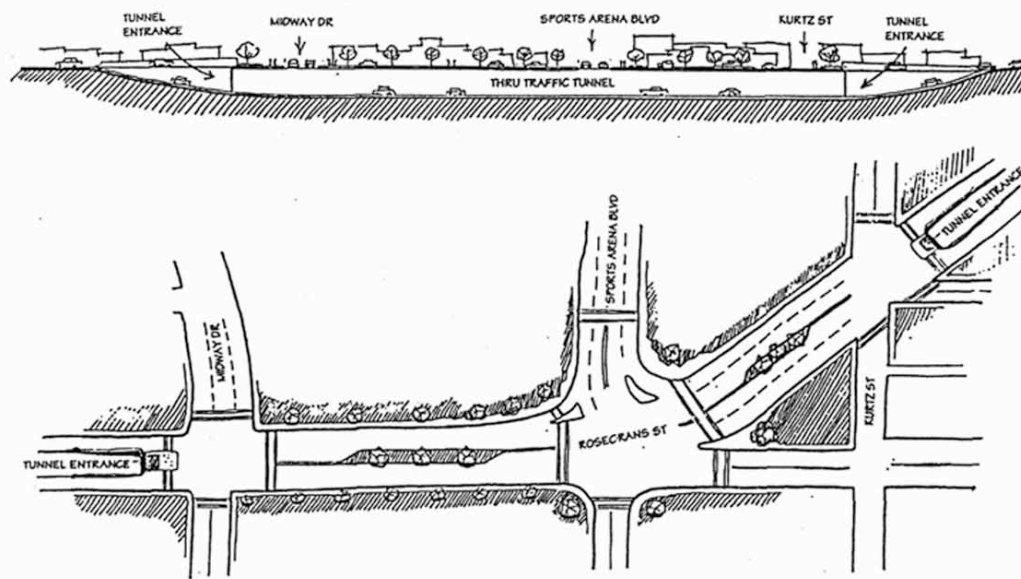
Urban Design Guidelines

There are two alternatives proposed in **Figure 24** for constructing tunnels at the intersections of Rosecrans Street with Midway Drive and Sports Arena Boulevard. These alternatives are conceptual in nature and final design will be based on further engineering studies. With the implementation of the bay-to-bay canal, both of these alternatives would be infeasible. The grade separation of the intersection of Midway Drive and Rosecrans has been determined to be unnecessary due to the other improvements recommended in this Plan as part of the redevelopment effort. As a result, tunneling of traffic at the intersection of Sports Arena Boulevard and Rosecrans Street would only take place if the bay-to-bay canal is not constructed. The following design guidelines were prepared to minimize negative impacts to the community which could result from constructing any grade-separated interchanges:

1. Maintain surface traffic along the exterior lanes of any street(s) to be tunneled, putting the subterranean traffic along the interior lanes.
2. Maintain, where feasible, all existing traffic movements at the intersections.
3. Landscape or hardscape the central median along Rosecrans Street, where maintained at grade.
4. Improve the pedestrian crossings and safety at the intersections of Rosecrans Street with Midway Drive and Sports Arena Boulevard.
5. Place any tunnel openings back from the intersection to allow pedestrian crossing at Rosecrans Street. Provide landscaped or hardscaped medians at the ends of the tunnel.
6. If the bay-to-bay canal is not implemented, and Alternative II is ultimately selected, the existing pedestrian crossing on Rosecrans Street at Kurtz Street should be removed and the existing pedestrian crossing on the north side of Sports Arena Boulevard should be relocated further north from the intersection in order to shorten the crossing distance.
7. Ensure that the design and construction of any bridge in the community follows a concerted design review process to address issues of aesthetics, height, width and connections to the at-grade circulation system.

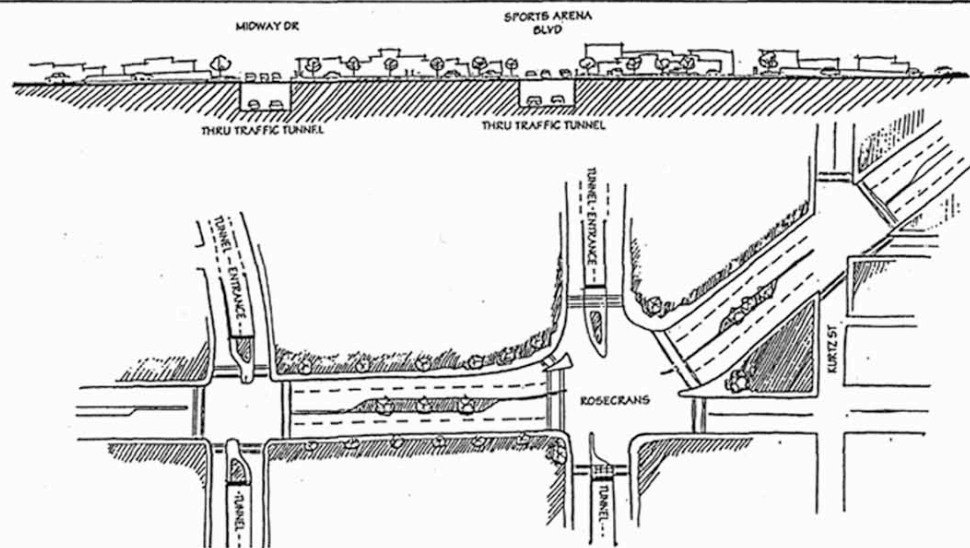
Alternative I

Tunnel through traffic along Rosecrans Street between Midway Drive and Kurtz Street.



Alternative II

Tunnel through traffic along Midway Drive and Sports Arena Boulevard under Rosecrans Street.



Tunnel Design Concepts

Midway/Pacific Highway Corridor Community Plan

24

FIGURE



PUBLIC TRANSIT

POLICY

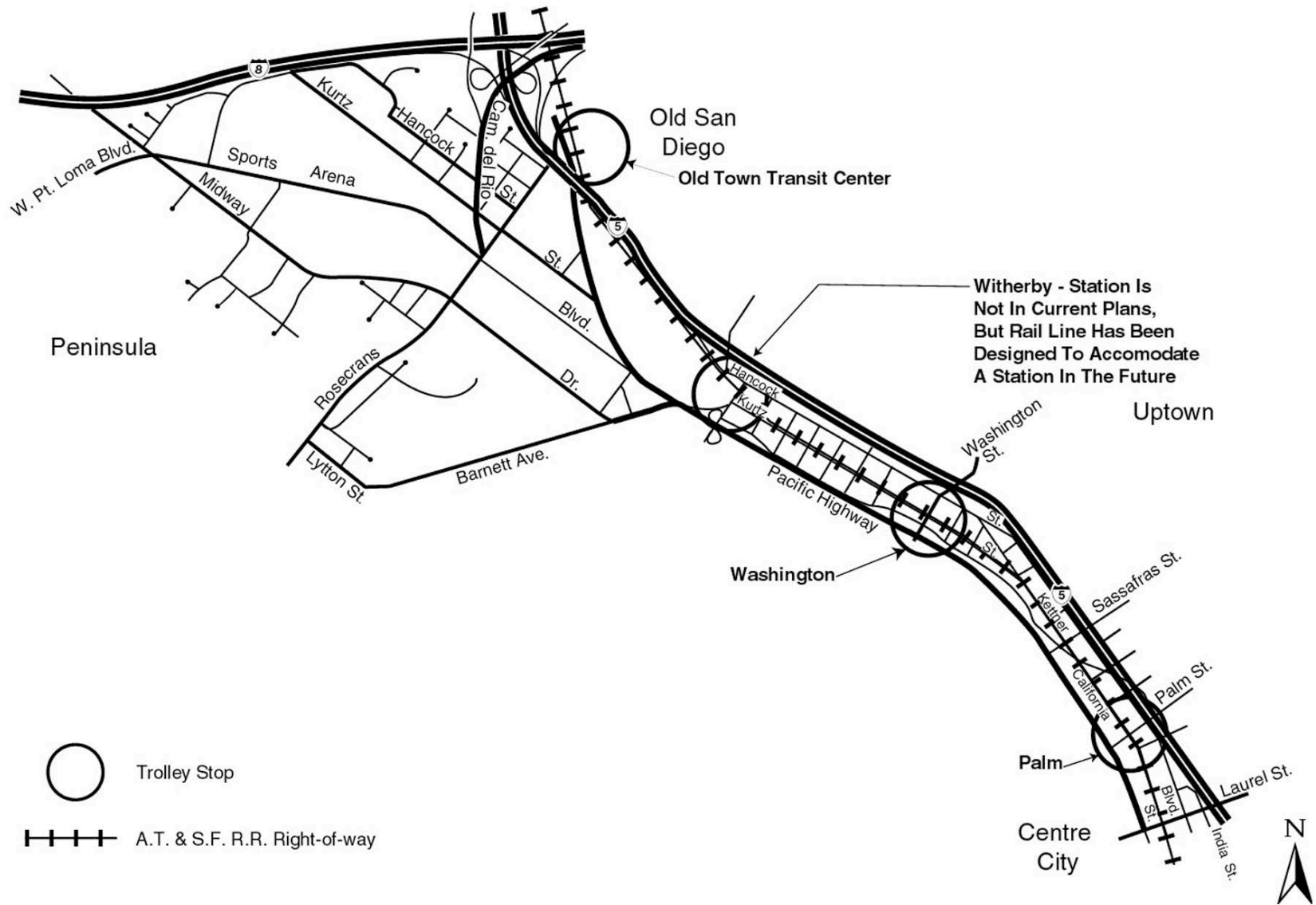
Increase the attractiveness and efficiency of the commuter rail and light rail service, bus and other forms of public transit as an alternative to the use of single occupant vehicles.

FURTHER

- Establish light rail transit along the Pacific Highway Corridor and throughout the Midway area.
- Link all public transit systems to pedestrian pathways, regional bicycle routes, interstate freeways and to each other, in order to provide service throughout the community.
- Promote increased public transit use to, from, and throughout this community.
- Provide appropriate land use and development regulations which will support and enhance regional light rail transit facilities.

ACTION PLAN

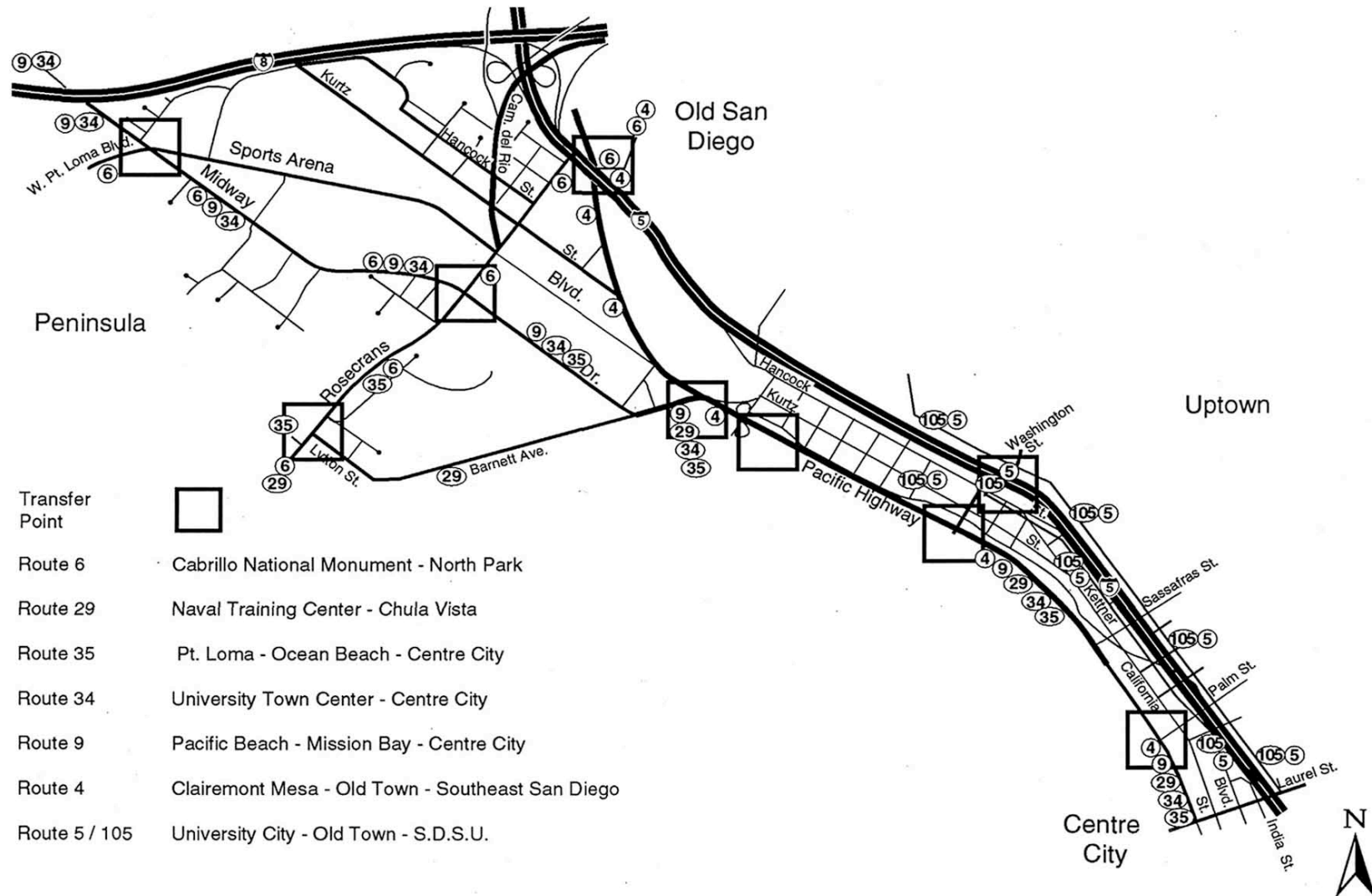
Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Study feasibility of light rail transit throughout the Midway area		●	●	SANDAG, MTDB	MTDB	Specific Recommendation A
Complete a comprehensive Transportation Corridor design for the Pacific Highway Corridor	●			Planning Department, Engineering and Development Dept., San Diego Unified Port District	City, MCRD, CALTRANS, San Diego Unified Port District	Specific Recommendations D & E
Consider a reduction in parking requirements for major employers and retail centers which incorporate transportation demand management programs		●	●	Planning Department, Engineering and Development Dept.	Reimbursable	Specific Recommendation B



Transit Corridor

Midway/Pacific Highway Corridor Community Plan

25
FIGURE



Bus Routes **26**

Midway/Pacific Highway Corridor Community Plan **FIGURE**

SPECIFIC RECOMMENDATIONS

- A. The San Diego Association of Governments and the Metropolitan Transit Development Board (MTDB) should continue to study the feasibility of, and potential alignments for light rail transit service through the Midway area.
- B. Use signage throughout the community to direct people to the Old Town Transit Center.
- C. All development should conform with the development criteria and design guidelines of the **Commercial** and **Industrial Elements** of this Plan to complement public transit improvements in the community.
- D. Projects within the Pacific Highway Corridor between Sassafras and Laurel Street must conform with the CPIOZ Guidelines in the **Commercial Element** of this Plan.
- E. Provide pedestrian amenities at all trolley stops including enhanced paving along pedestrian routes, pedestrian-oriented landscaping, benches and/or shelters, and trash receptacles.
- F. Light rail transit stations should include secure bicycle storage facilities.
- G. As light rail transit expands, bus routes should be rerouted by MTDB to facilitate transit linkages for convenience and efficiency.
- H. The MTDB should continue to decrease headways and increase efficiency of bus service. Additional bus stops and/or routes should be provided as ridership warrants.
- I. Bus stops should be located near major ridership demand areas such as large government facilities, hospitals, medical offices, multifamily and senior housing areas, and near major retail centers.
- J. Route schedules and bus shelters and/or benches should be provided at all bus stops as associated redevelopment occurs or through MTDB's bus shelter provision program.

SCENIC ROUTES

The following section includes recommendations for scenic highways, which are designated by the state of California, as well as scenic routes, which are designated by the City of San Diego.

POLICY

Enhance Sports Arena Boulevard as a scenic route in the community, and pursue designation of Rosecrans Street as a scenic highway.

FURTHER

- Design, construct and improve the aesthetic qualities of scenic routes.
- Provide appropriate grading, landscaping, land use and sign guidelines and regulations to protect and enhance scenic routes.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Require Planned Development projects to follow the development urban design guidelines of this Plan	●			Planning Department	Reimbursable	Specific Recommendations A & B
Implement the land use regulations recommended in this plan to meet state requirements and apply for the designation of Rosecrans Street as a state Scenic Highway		●		Planning Department, Engineering and Development Dept.	City	Specific Recommendations C, D & E

SPECIFIC RECOMMENDATIONS

- A. Upgrade the appearance and visual character of that portion of Sports Arena Boulevard, which is identified as a part of the City's designated scenic route, by installing appropriate landscaping per the adopted Sports Arena Master Plan and the recommended streetscape treatments in **Appendix B**.
- B. Improve the Rosecrans Street portion of the City designated scenic route in accordance with plan recommendations featuring landscaping along the public right-of-way (**Appendix B**). This portion of Rosecrans Street provides the main linkage between the Midway community and the Old Town State Recreational Park, as well as the proposed Old Town Transit facility, and should reinforce the pedestrian significance of the route by featuring pedestrian-oriented landscaping and streetscape treatment.
- C. Initiate the application of the state Scenic Highway designation for Rosecrans Street.
- D. Implement land use regulations and landscaping guidelines which will assist in meeting the state Scenic Highway designation for State Route 209 (Rosecrans Street).
- E. Increase enforcement of the City's sign code regulations, especially along Camino del Rio West, Rosecrans Street, and Sports Arena Boulevard.

PARKING AND LOADING FACILITIES POLICY

Ensure that adequate parking and off-street loading facilities are provided to meet the existing and future needs of the community.

FURTHER

- Reduce conflicts between pedestrians and vehicular traffic at parking lot entrances.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Require Planned Development projects to follow the parking, development and urban design guidelines of this Plan		●		Planning Department	Reimbursable	Specific Recommendations A-H

SPECIFIC RECOMMENDATIONS

- All discretionary and ministerial permits should provide adequate on-site parking so as not to encroach upon other parking areas in the surrounding community.
- A parking reduction may be considered for those major employers which provide and maintain a mass transit transportation incentive program for employees in compliance with the City's Transportation Demand Management Program.
- If the number of parking spaces proposed for any project is less than the amount required by the zone, the project developer may, through a discretionary permit process, elect to provide an independently prepared parking study and a shared or joint-use parking plan which incorporates measures to adequately meet the present, as well as future needs of the project.
- Any form of off-site parking should be provided within one quarter mile of the commercial area for which it is designed to serve. Projects which elect to provide off-site parking should provide improvements which will enhance the attractiveness and convenience of the lot and associated pathway for pedestrians. Improvements may include: pedestrian crosswalks, street trees, trash receptacles and pedestrian-oriented landscaping.
- Consolidate the number of driveway entrances or curb-cuts (to a maximum of one where possible) on properties as redevelopment occurs, in order to reduce circulation conflicts and traffic or pedestrian hazards.

- F. Parking lot improvements should create a functional, as well as aesthetically pleasant area. Improvements should include striping, landscaping, and pedestrian linkages to both physical and visual access points.
- G. Parking areas should be screened by landscaping. Landscaping should be provided in multilevel parking structures along the edges of each parking deck.
- H. Minimize further reduction in the availability of existing on-street industrial use parking areas in the Kurtz Street area by restricting type of retail uses permitted, and by implementing better parking standards.

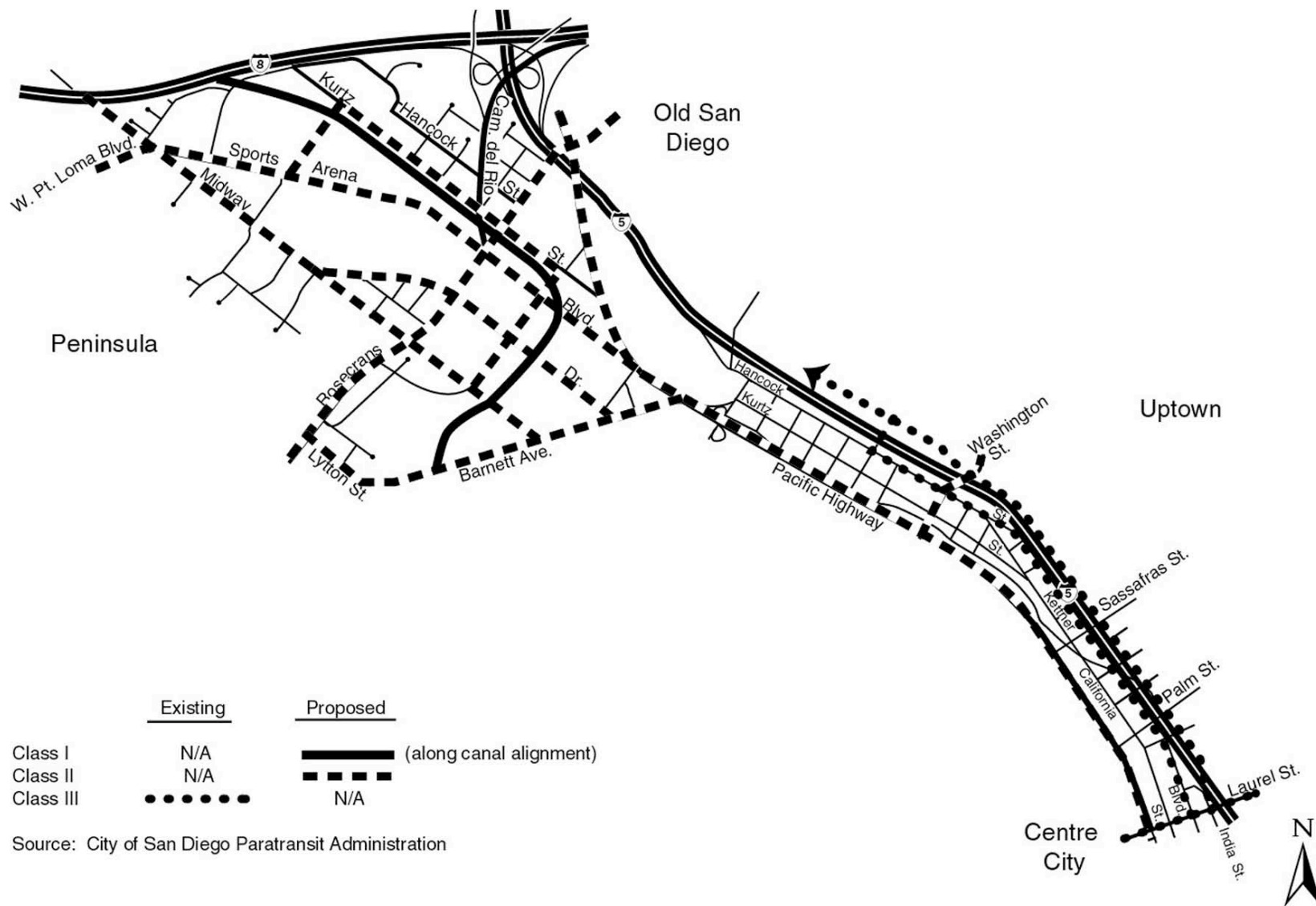
BICYCLE ACCESS

POLICY

Promote access to commercial centers, employment sites, and coastal and recreational areas by providing bicycle access along major public thoroughfares.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Remove architectural barriers and constraint ramps for bicycle and handicapped access to key intersections and along bicycle routes		●		City Manager, Engineering and Development Dept.	City	Specific Recommendation B
Approve and implement the bikeway system as recommended in this Plan	●	●		Planning Commission, City Council, and Engineering and Development Dept.	City	Specific Recommendation A



Bikeway System

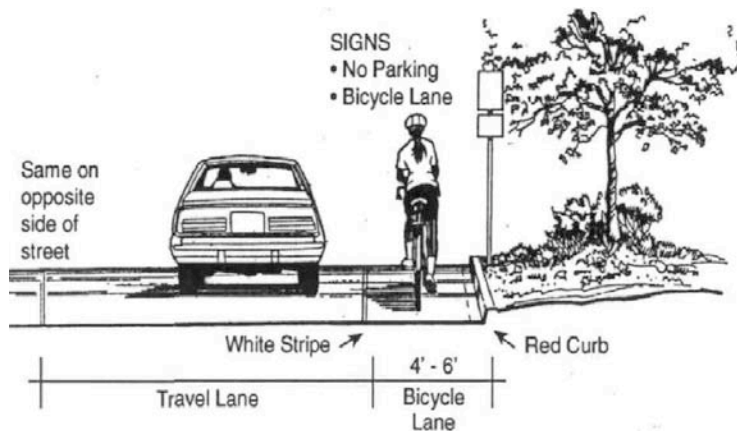
Midway/Pacific Highway Corridor Community Plan

27

FIGURE

SPECIFIC RECOMMENDATIONS

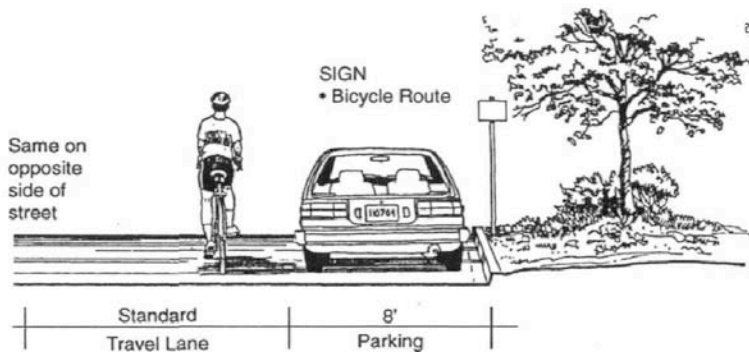
- A. Link the community bikeway system to the proposed regional bicycle transportation system by installing bike paths along the following designated routes: Class I along the proposed bay-to-bay canal, Class II or better along Kurtz Street east of the proposed extension of Kemper Street, Sports Arena Boulevard, Midway Drive, Rosecrans Street, Lytton Street, Barnett Avenue, all new proposed streets and Pacific Highway, and Class III or better along Kemper Street south of Sports Arena Boulevard, Kettner Boulevard and Laurel Street.
- B. Architectural barriers which inhibit bicycle, pedestrian, and handicapped access should be removed. Provide a bicycle access ramp along Pacific Highway at the Witherby Street crossing.
- C. Major employers, institutional uses, shopping centers, and industrial parks should provide bicycle parking facilities. Secure bike racks for both employee and public use should also be provided.



CLASS II
(Typical location – major street)

Bicycle Lane

A restricted right-of-way located on the paved road surface alongside the traffic lane nearest the curb, and identified by special signs, lane striping, and other pavement marking.



CLASS III
(Typical location – neighborhood street)

Bicycle Route

A shared right-of-way designated by signs only, with bicycle traffic sharing the roadway with motor vehicles.

The dimensions illustrated on this page are subject to change.

PEDESTRIAN CIRCULATION AND ACCESS POLICY

POLICY

Provide access for pedestrians along safe and convenient pedestrian pathways.

FURTHER

- Provide for improved access for the elderly and handicapped at major intersections.
- Provide for the safety of school children who walk to and from school activities.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Study the feasibility of reducing the vehicular speed limit on Rosecrans from Lytton Street to Midway Drive to provide for the safety of school children who walk to and from activities.		●		City Manager, Engineering and Development Dept.	Caltrans	Specific Recommendation G
Fix the drainage system on Sellers Street or relocate the school crossing to another well drained and convenient location		●		Engineering and Development Dept., San Diego Unified School District	City	Specific Recommendation G
Install a sidewalk on Cadiz Street	●	●		Engineering and Development Dept.		Specific Recommendation E

SPECIFIC RECOMMENDATIONS

- A. Establish an interconnecting system of sidewalks throughout the community. The I-5 pedestrian overpass at Palm Street should be linked by a crosswalk across Kettner Boulevard leading to a logical pedestrian pathway through the Pacific Highway Corridor. Other pedestrian bridges intended for public use should provide linkages to the community-wide pedestrian system of sidewalks and freeway under-crossings.
- B. Improve pedestrian access at the intersection of: 1) Camino del Rio/Rosecrans Street and Sports Arena Boulevard, and 2) Midway Drive/West Point Loma Boulevard and Sports Arena Boulevard by refitting traffic signals for pedestrian crossing on demand with shutdown of right lane vehicular movement through the intersection at the time of crossing.
- C. Remove curbs, signs, and other barriers which impede pedestrian, bicycle, and handicapped access.
- D. As redevelopment occurs along Rosecrans Street between Lytton Street and the Dewey Elementary School, projects should provide circulation systems which consider the safety of children who walk along this route both to and from school activities. Appropriate circulation systems may include traffic signals, stop signs, the provision of a continuous sidewalk system, or the relocation of school crosswalks.
- E. Install a sidewalk on Cadiz Street to provide pedestrian access for the school children who live in the Navy housing and attend St. Charles Borromeo Academy.
- F. Prohibit on-street parking next to the Naval Training Center and extend the curb along street frontage on the east side (next to commercial area) to provide diagonal parking and an enhanced pedestrian area which links the Naval Training Center and Marine Corps Recruit Depot with Rosecrans Street and the central Midway commercial core.
- G. In order to provide for the safety of school children, the street drainage system on Sellers Street should be fixed or the existing school crosswalk should be relocated, and Caltrans should study the possibility of decreasing travel speed along Rosecrans Street from Lytton Street to Midway Drive.

COMMUNITY FACILITIES AND SERVICES

POLICY

Establish and maintain a high level of public facilities and services to meet the needs of the community.

FURTHER

- Provide local recreational opportunities for residents of the Midway area.
- Provide and maintain adequate pedestrian access and bikeway linkages to and from recreational areas such as Cabrillo National Monument, the adjacent Ocean Beach area, the Old Town State Historic Park and the City-owned recreation facilities located in the Old Town area.
- Provide an aesthetically pleasing environment and an array of visitor-oriented services along major transportation routes which lead to significant recreational resource areas.
- Provide for adequate educational facilities to meet the existing and future needs of the community.
- Improve the quality of the educational learning environment where feasible.
- Promote the safety of school children who walk to and from school activities.
- Provide adequate library service to meet the needs of residents.
- Promote access to library facilities.
- Systematically improve water and sewer lines in the planning area.
- Maintain adequate landscaping at all water and sewer facilities.
- Systematically improve gas and electric facilities in the planning area to meet existing and future demands.
- Maintain adequate landscaping or other means of screening at all gas regulator and electric substation facilities.
- Maintain a high level of police protection throughout the Midway/Pacific Highway Corridor community planning area.
- Maintain a high level of fire protection throughout the Midway area.
- Support the regular upgrading of fire stations and traffic control signals so as to provide an adequate response to fires and other emergencies.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Establish a joint park facility at Dewey Elementary School and additional public recreational facilities as identified in this element		●		Park and Recreation Department, San Diego Unified School District	City	Specific Recommendations B and G
Construct a new elementary school in the vicinity of the Sports Arena with redevelopment to residential use			●	San Diego Unified School District	City, SDUSD	Specific Recommendation D
Underground utilities, improving the visual quality of the Pacific Highway Corridor		●		Engineering and Development Department	City and Private	Specific Recommendation M

SPECIFIC RECOMMENDATIONS

Park and Recreation Facilities

- A. Require the provision of private recreational facilities in conjunction with new planned residential development projects.
- B. Establish a five-acre joint-use park site adjacent to the Dewey Elementary School, establish a two-acre park with a recreation building and a mini-park in the community, and provide additional public recreational facilities for neighborhood use where feasible.
- C. Landscape those commercial areas which are located along major transportation routes that lead to regional recreational resource areas such as Cabrillo National Monument, Old Town State Historic Park, and Ocean Beach.

Schools

- D. Construct a new elementary school in the vicinity of the current Sports Arena as the area redevelops for residential use. Improve the outdoor recreational facilities and landscaping at the Dewey Elementary school site and establish a public joint school/park use facility for the neighborhood.

- E. Acoustical insulation should be installed in the Dewey Elementary school building. Noise levels within the building should be reduced to 65 decibels or lower per the recommendations of the General Plan.
- F. Provide and maintain street and safety improvements such as crosswalks, curbs, gutters, sidewalks, additional light signals, and other safety measures where necessary to ensure the safety of school children who walk to and from school activities. The street drain on Sellers Street should be redesigned for proper drainage if feasible, or the school crosswalk should be relocated to a convenient location.
- G. If the school district vacates the Dewey Elementary site, the possibility of developing a public recreational center should be explored.

Library Facilities

- F. Identify any areas which may be suitable for bookmobile service stops.
- G. Strengthen and reinforce auto, pedestrian, and bikeway routes to library facilities.

Water and Sewer Service

- J. A comprehensive program of water and sewer line replacement should be timed and phased so as to adequately meet the community's water and sewer needs.
- K. The landscaping and appearance of the Jupiter Street pump station should be upgraded.
- L. The abandoned structure at Pump Station No. 3 should be removed and the lot should be attractively landscaped.

Gas and Electric Service

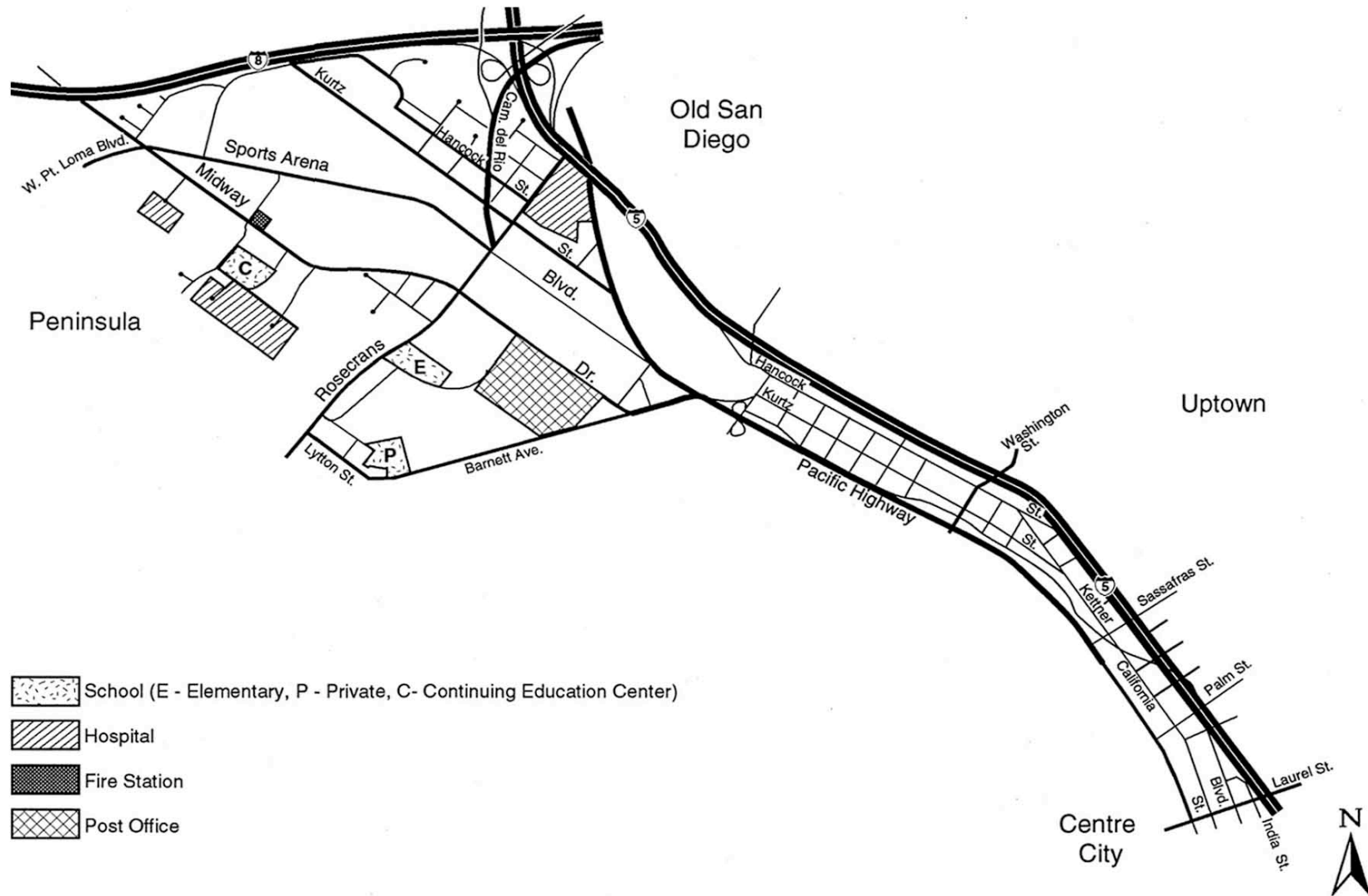
- M. Underground existing overhead electric power lines where economically feasible, and within underground utility districts established by the City.
- N. Improve the appearance of the electric substation at Kettner Boulevard and Vine Street through landscaping and/or redwood slatted chain link fencing.

Police Protection

- O. Require residential and commercial developers to incorporate the defensible space considerations of the Urban Design elements of this plan into the design of all projects.
- P. Residents and property owners should be encouraged to actively support their community alert (Neighborhood Watch) programs.
- Q. The Police Department should continue its effort to curtail prostitution in the area.

Fire Protection

- R. Support regular enforcement of weed and litter abatement on vacant and undeveloped lots, as well as on all sites with vacant buildings.
- S. Support regular enforcement of building and fire codes in all areas; particularly those areas with deteriorating structures which represent a potential fire hazard.
- T. Include funding in the City's Capital Improvement Program (CIP) budget to assure inclusion of traffic signals with automatic changing devices which pre-empt the right-of-way for emergency vehicles.



Community Facilities

Midway/Pacific Highway Corridor Community Plan

29
FIGURE



CONSERVATION OF ENVIRONMENTAL QUALITY

POLICY

Provide a safe, clean and healthy environment, by balancing new development intensity with considerations for the protection of life and property from geologic hazards and environmental impacts.

FURTHER

- Reduce risks associated with geological hazards and impacts through project design.
- Reduce, when possible, the effects of community noise levels on the residents of and visitors to this community.
- Preclude further non-compatible development from occurring in areas which are impacted by high noise levels.
- Reduce erosion and runoff from hillsides and graded slopes.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Develop a program to acoustically insulate schools for the area impacted by Lindbergh Field		●		San Diego Unified Port District	San Diego Unified Port District	Specific Recommendation C

SPECIFIC RECOMMENDATIONS

- A. Factors such as soil structure, groundwater level, and potential for liquefaction should be thoroughly considered during the site design phase of a construction project. As recommended by the General Plan, full geologic, soil, and seismic reports should be conducted during the environmental review process, and appropriate structural designs should be incorporated.
- B. Encourage the Port District to require the use of aircraft which will reduce community noise and air pollution impacts as a part of Lindbergh field operations.
- C. In areas subject to significant noise levels, construction practices and site design techniques which reduce noise levels should be utilized, such as: double pane windows, highly resistant wall insulation, insulated attics, drop ceilings in structures, and the installation of noise absorbing plant materials in landscaped areas which should be located between the site and surrounding sources of noise generation (**Table 5**).

- D. Land use activities which are not compatible with existing noise levels should mitigate both interior and exterior noise to the appropriate level as recommended by the General Plan through project design.
- E. Drought tolerant vegetation should be installed and maintained as a method of reducing soil erosion and runoff on all natural and manufactured slopes. Existing trees and ground cover should be retained and/or replaced if removal becomes necessary.
- F. Control soil erosion and runoff both during and after construction by minimizing grading and utilizing temporary berms and other site specific soil containment methods.

CULTURAL AND HERITAGE RESOURCES

POLICY

Preserve the community's historical heritage so that it may be enjoyed by future generations.

FURTHER

- Protect significant historic and architectural resources.
- Ensure that potentially significant paleontological, archaeological, and/or historic resources receive careful review for possible historic and/or prehistoric site designation.

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Conduct historical and archeological surveys to identify significant resources in the community		●		Planning Department	City	Specific Recommendation A

SPECIFIC RECOMMENDATIONS

- Potentially significant historical and architectural resources should be further studied and researched by the Historical Site Board. Those sites found to be significant should be designated by the City Historical Site Board and nominated to the National Register of Historic places for possible designation.
- The rehabilitation process of significant historic or architectural structures should strive to maintain and/or restore the original structure. To the extent feasible, the resource should be preserved on-site in its present or original use. Approval of an adaptive reuse may be appropriate when the proposed project enhances the neighborhood character and preserves the structure's historical heritage.
- At the time of official designation, informational signs and/or plaques should be provided in order to increase public awareness and appreciation.
- Projects located on, or adjacent to, a significant historic, archaeological, or paleontological site should be evaluated in terms of compatibility with the resource. Prior to development, an environmental analysis should address the nature of the resource, potential impacts and proposed mitigation measures.

- E. As part of a discretionary or environmental review process, any removal and/or destruction of a designated historic or prehistoric resource should be completely recorded prior to destruction. Significant archaeological resources should be stored with an appropriate institution.
- F. As part of a discretionary review process, maintain the existing decorative light standards throughout the community by incorporating them into the design of new projects and by installing additional standards as necessary to retain the historic theme.

LOCAL COASTAL AREA

The California Coastal Act of 1976 established a Coastal Zone boundary within which certain planning and development requirements have been designed to protect and enhance California coastal resources.

In March 1981, the City Council adopted the Centre City/Pacific Highway Corridor Local Coastal Program—Supplemental Report which represents a portion of the citywide Local Coastal Program and meets the requirements of the California Coastal Act. The report provides land use guidelines for the portion of the Midway/Pacific Highway Corridor community planning area which lies within the Coastal Zone (**Figure 29**).

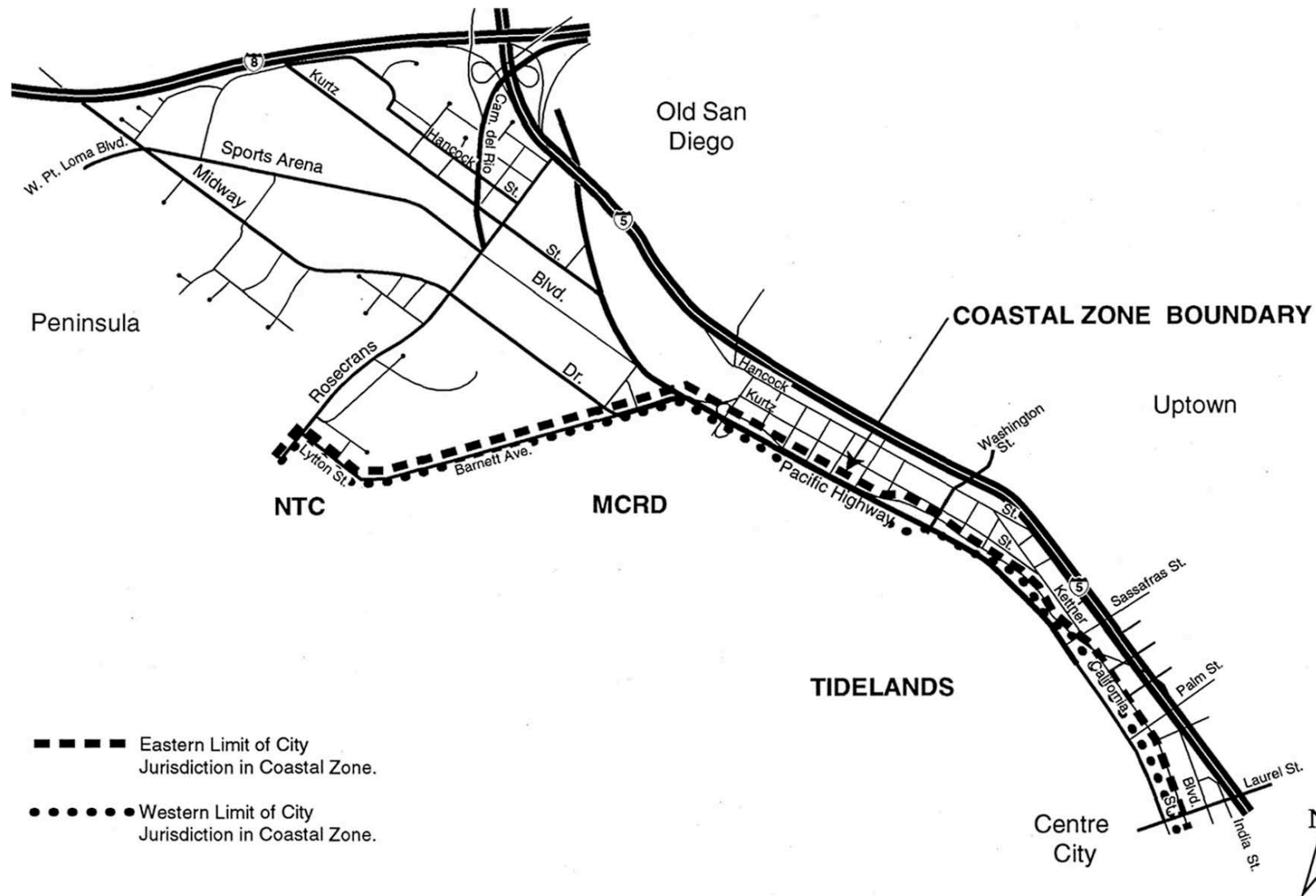
The issues identified in the Centre City/Pacific Highway Corridor Local Coastal Program which specifically address the Midway/Pacific Highway Corridor community planning area relate to land use development goals which should: enhance the area's economic base and physical environment; promote land uses compatible with the airport; preserve public views to the waterfront; and provide criteria for land development under the airport approach zone. Each of those recommendations has been incorporated into the land use policies and recommendations discussed below.

POLICY

Provide physical and visual access through the coastal strip to the waterfront and promote land uses which are compatible with the airport, particularly those supporting visitor-oriented uses.

FURTHER

- Prevent the expansion or development of unsightly land use activities in the coastal strip.
- Upgrade the economic base and physical environment of the area.
- Assure continuity and compatibility between the City and the Port District through the coordination of planning efforts.
- Improve the quality of architectural styles and site design in and around the Coastal Zone Area.
- Preserve and emphasize public views west and south to the waterfront.
- Prevent the expansion or development of unsightly land use activities in the coastal strip.
- Beautify and possibly realign Pacific Highway.
- Emphasize Washington Street's role as a connector to the major freeway system (I-5).



Coastal Zone Jurisdiction

Midway/Pacific Highway Corridor Community Plan

30
FIGURE

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Require projects within the coastal zone to follow the Coastal Zone Height Limitation Ordinance and the development and urban design guidelines of this Plan		●	●	Planning Department	Reimbursable	Specific Recommendations F-H
Require projects within the Coastal Zone and Airport Environs Overlay Zone to conform with the Comprehensive Land Use Plan for Lindbergh Field		●	●	Development Services, SANDAG and FAA	Reimbursable	

SPECIFIC RECOMMENDATIONS

Public Access

- A. Require project size, bulk, height and location of landscaping material to maintain open bayward views from the public right-of-way as provided in the **Commercial Element** of this Plan.
- C. In order to facilitate public access, a light rail transit line and related transit station facilities, to be generally situated along the present rail alignment, should be pursued and totally incorporated into the Pacific Highway access corridor.
- D. Pedestrian and bicycle access and safety should be improved through the use of coordinated linkages between pedestrian street crossings, pedestrian bridges, and an improved bikeway system.
- D. Pedestrian-oriented amenities around trolley stations and bus stops should be provided

Recreation and Visitor Serving Facilities

- E. Designate the coastal zone portion of the Plan for transportation-related commercial and industrial uses.

Locating and Planning New Development

- F. Projects should conform to the development and design recommendations provided in each of the Plan elements.
- G. Landscape plans should conform to the streetscape treatments as provided in the **Appendix**.
- H. All signs should comply with the provisions of the Coastal Zone regulatory development standards. The Coastal Zone regulations should not be pre-empted by increases in height or size of signage.

Visual Resources and Special Communities

- I. Prohibit the installation of any new billboards or pole signs which do not comply with Coastal Zone sign regulations.
- J. Provide coastal and bayward view corridors through the community.

Public Works

- K. Special transportation corridor designs should be established for Pacific Highway. Such designs should consider the highway's existing and projected average daily trips (ADT), carrying capacity, parking requirements, public transit corridor needs, pedestrian access, landscaping, and visual restoration needs.
- L. All appropriate public agencies should develop a coordinated plan for the installation and maintenance of landscaping in the right-of-way.
- M. The undergrounding of overhead utilities should be included in the City's Capital Improvements Program budget.
- N. Signage should clearly delineate Washington Street as a connector to I-5.